

NEWS SUMMARY

GENERAL

Scott tells of Thorpe 'affair'

Former male model Norman Scott told magistrates in Middlesbrough yesterday that Mr. Jeremy Thorpe had had a homosexual affair with him over a period in the early sixties.

He said there was a time when he wanted to break off the sexual relationship and remain friends, but Thorpe was not willing. Scott had also at one time threatened to expose their affair.

He was appearing at the resumed criminal hearing against Thorpe and three other men accused of plotting to kill Scott. The hearing continues.

Nixon arrives

Former U.S. President Richard Nixon flew in to London and said "it had not been for the Watergate scandal the Communists might not have taken over in South Vietnam. Mr. Nixon is due to address the Oxford Union."

Egypt peace bid

Egyptian Prime Minister Anwar el-Sadat left Cairo for Washington where he is expected to accept the U.S. compromise proposals for a full time truce leading to Palestinian self-rule in Israeli occupied Gaza Strip and the West Bank. Page 6

Soviet targets up

The Soviet leadership, buoyed by record grain harvest, announced higher economic targets for next year, but said that defence spending would be held to the 1977-78 levels. Page 2

Spitfires check

Royal Air Force is using the vehicle testing computer centre in Warton to conduct the owners of 16,000 Spitfires. Mark 1 sports cars built between 1971 and 1974 for a safety check on a fuel hose connection.

Murder charge

Three men appeared in court yesterday charged with the murder of a Securcor guard during a £5,800 raid at North-Bliss Underground station in North London last month.

Lillie's letters

A collection of 55 autograph love letters from actress Lillie Langer, whose romance with King Edward VII was serialised on TV, were sold at Christie's for £900. The letters were written to Arthur Henry Jones, her secret lover. Page 8

Fraud squad plea

Prosecutors should be called in regularly to assist police investigations into complex, sophisticated company frauds. Mr. Tom Edwards, a former head of the City Fraud Squad, said. Page 9; Men and Matters Page 22.

Historic homes

The Conservative Party has drawn up a charter to save historic homes. It contains six recommendations, among them: regarding owners from capital tax on supporting assets or their capital assets. Page 10

No China change

Prime Minister James Callaghan said that there was no change in China's leadership in spite of criticisms of some high officials in Peking's recent poster campaign. Page 6

Gandhi setback

Mrs. Indira Gandhi's Congress Party was defeated by the ruling Janata Party in a bitterly contested Parliamentary election in Bihar State. The defeat follows Mrs. Gandhi's recent election to Parliament. Page 6

Briefly...

France's new Foreign Minister M. Jean Francois-Poncet, a senior adviser to President Mitterrand, was welcomed in Malaysia by a 15,000-strong welcome plus those left on the freighter Hal Hong. Two columns of Ethiopian troops have driven British guerrillas from Keren, their last major stronghold.

CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)

GPB Index	245 + 11	Reed (Austin) A	92 + 5
Bar & W.A.T. A	106 + 4	Stocks (L)	145 + 7
Bar & W.A.T. B	145 + 3	Westrick Products	50 + 3
Drakes (L)	404 + 3	Culture	335 + 8
EMI	156 + 4	London Sunstar	187 + 17
Elliott (B)	167 + 13	Hampton Areas	128 + 9
South	99 + 4	Westfield Minerals	580 + 10
Review	135 + 9	Whim Creek	90 + 13
Hall (St.)	225 + 4		
Humbros	163 + 8	FALLS:	
Barwells	109 + 4	A. B. Electronics	142 - 4
Johnson Mathew	144 + 14	Bools	150 - 4
Lidson	150 + 45	Cullen's Stores	138 - 8
Lin. & Prov. Shop	130 + 3	Downing (G. H.)	120 - 4
May & Hassell	73 + 5	Inchape	256 - 28
Milbury	68 + 6	Sirdar	70 - 3
Pleasurama	76 + 3	Solihull P. B.	363 - 4
Pochin	138 + 6	BP	934 - 16

BUSINESS

Wall St. down 14; Equities rally ends

WALL STREET fell 14.03 to 790.11 in moderate trading after depressing U.S. trade figures.

EQUITIES rally, which over the past week took the FT ordinary index 21 points higher, faded yesterday, and the index closed 0.9 easier at 499.0.

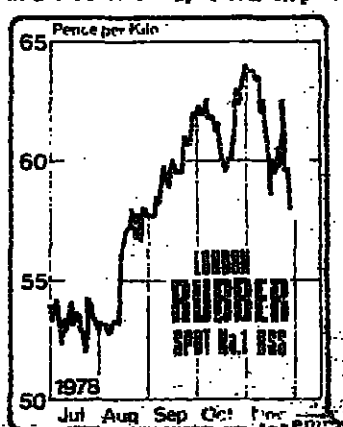
GILTS generally held to overnight levels and the Government Securities Index closed 0.02 down at 68.53.

STERLING rose 25 points to \$1.9515 and its trade-weighted index improved to 62.7 (62.6). The dollar declined and its depreciation widened to 8.4 per cent (8.2).

GOLD rose \$11 to \$1961 in London, and in New York the Comex November settlement price was \$191.90 (\$192.60).

LEAD prices rose sharply following reports of sales to the USSR. Cash lead rose £16 to £424 a tonne. Page 41

RUBBER prices fell to their lowest for nearly three months and RSS No. 1 spot fell 1.5p to 65.



59p a kilo, due mainly to the drying up of buying interest from Eastern Europe and Japan. Page 41

U.S. TRADE deficit widened by more than \$400m to \$2.13bn last month. Back Page

LOYD'S of London members have until tomorrow midday to decide whether a £45m redevelopment scheme at their Lime Street site in the City should go ahead. Page 8

DEUTSCHE BANK is to take a 25 per cent stake in Nixdorf, the family-owned West German computer group. Back and Page 28

FERODO, the French motor component group, is hoping to negotiate a deal with Lucas for alternative and competing suppliers of some of the products it supplies to the French motor industry. Back Page.

STAFLEX INTERNATIONAL, which made pretax losses of \$5.3m last year, is to cease trading, following the halting of bank support. Back Page

LABOUR

SINGER UK's Clydebank shop stewards are to seek Government and trade union help, following Singer's announcement that it can save only 338 of the 2,500 jobs threat at the Clydebank plant. Back Page

HOOVER plans a major cut in its domestic appliance plant in Wales, London and Glasgow, to improve efficiency and cut wage costs in the face of competition from cheap Italian imports. Back Page.

STRIKES in Britain are "extremely concentrated," with few stoppages in large sections of industry, according to an extensive study of the U.K.'s strike record since 1968 carried out by the Department of Employment. Page 17

COMPANIES

BPE INDUSTRIES pretax profit rose from £14.92m to £17.73m on increased demand for building materials. Page 24 and Lex

AFON RUBBER pretax profit for the year to September 30 fell from the record £5.417m to £4.414m due to severe competition arising from over-manufacturing and cheap imports. Page 24

Britain not to join EMS without changes—Healey

BY PHILIP RAWSTORNE

Britain will not join the European Monetary System unless the EEC summit in Brussels next week agrees to substantial changes in the proposals, Mr. Denis Healey, Chancellor of the Exchequer, confirmed yesterday.

He also told the Commons that, if links between the British and Irish pounds were broken, the Irish and British governments believed that exchange controls would have to be introduced.

Mr. Healey, opening the debate on the EMS proposals, said that important differences remained between the Government and its EEC partners on the operation of the system.

The exchange rate regime now planned was too similar to that of the present "snake" to offer Britain advantages commensurate with the risks of joining.

The Chancellor emphasised that the Government did not intend to adopt a "doe in the manger" attitude on the issue. "Whether Britain joins the exchange rate regime or not, we remain vitally concerned with the wider aspects of EMS," he said.

Stability could not be achieved simply by intervention in the exchange markets, though. Concerted action to bring about a greater convergence of the economies of the Nine was vital. Urgent changes were also needed in the operation of the Common Agricultural Policy. "The most important single objective must be to freeze the

prices of commodities in surplus."

It was important to devise a system of contributions to the Community budget that would replace the present "own resources" system and be progressive rather than regressive in its effect.

Mr. Healey said that the Government regarded the EMS as a first step towards a new international monetary order rather than a move towards full economic and monetary union in the EEC.

The first essential was that the system should promote growth and employment and control inflation.

Britain wanted a firm commitment to these objectives and the changes in the present proposals needed to achieve them. The system should impose similar obligations on stronger and weaker countries to take action to preserve stability.

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Negotiations

The Government was determined to play a full role in the negotiations that would have to follow if Britain's EEC partners decided to push ahead with the system.

The issues involved—which had barely been discussed as yet

Poland seeking long-term \$500m Euro-loan

BY CHRISTOPHER BOBINSKI AND ANTHONY ROBINSON

POLAND, which has the largest hard currency debt in Eastern Europe, after the Soviet Union, is about to begin negotiations for a new long-term Euro-currency loan of at least \$500m (£256m).

It has indicated that it is prepared to go as far as it can to satisfy requests from Western banks for detailed information on the state of the economy and the debt position.

Mr. Marian Krzak, the Polish First Deputy Finance Minister, said today that he would be travelling to Frankfurt this week with representatives of Bank Handlowy to discuss the loan with Western bankers.

Poland was trying to obtain significantly better terms than the margin of 11-15 per cent over London inter-bank rates which it obtained on its last big Euro-currency loan, an eight-year, \$250m loan for the Polish Copper Combine in January. Poland was now looking for a spread of around 1 to 1 per cent.

Reports that Poland would soon be seeking a loan for balance of payments financing have been circulating in London and other financial centres for some time. The authorities have made great efforts to reduce the balance of payments deficit and the trade deficit with the West, but by 50 per cent to \$40m (£25.47m) during the first half this year.

With outstanding gross debt at the end of last year estimated at nearly \$15bn, rising to \$16bn this year and a debt servicing requirement put at about \$40m (£25.47m) during the first half this year.

Several banks have already reached their limit for an individual country so far as lending to Poland is concerned. However, the extent of current debt and likely borrowing requirements into the 1980s have raised the question of possible debt re-scheduling at some stage.

The lack of complete information about the structure of the current debt and future economic prospects, particularly with regard to the generation of hard currency exports, has added to the nervousness.

To some extent Poland recognised these problems when it agreed to disclose considerable detail and allow on-site progress inspection in respect of the Polish copper loan. This time however, one banker said, Western bankers would be looking for the sort of disclosure which will make it possible to prepare a detailed loan memorandum at least as informative as that prepared in connection with the recent \$300m loan to Hungary.

Rankers also suggest that terms will have to be considerably more attractive than those apparently being considered if banks are to add to their already considerable existing Polish commitments. Details Page 2

CBI seeks talks on sanctions

BY HAZEL DUFFY, INDUSTRIAL CORRESPONDENT

THE CONFEDERATION of British Industry is requesting a meeting with the Prime Minister to discuss the Government's sanctions policy. Phase Four of the pay policy, and the reform of the pay bargaining system.

The decision to seek talks was taken at an emergency meeting of the president's committee, the CBI's "inner cabinet," at which some representatives were calling for a more dramatic campaign in order to register distaste for the way the Government has treated Ford.

But Sir Terence Beckett, Ford's chairman, who is a member of the committee, specifically said he was not asking for CBI

help in the company's handling of the sanctions issue — a fact which obviously defused an angry response.

The meeting also decided to call for a Parliamentary debate soon on the sanctions, and to take legal advice on whether the Government is misusing its discretionary powers by disallowing financial aid in companies which break the guidelines.

This rather moderate response of the "inner cabinet" of the CBI to an issue which is causing extreme concern to many of its members may well, however, be only a first step in deciding its handling of sanctions.

CONTENTS OF TODAY'S ISSUE			
European news	23	Technical page	11
American news	4	Management page	19
Overseas news	6	Arts page	21
World trade news	5	Leader page	22
Home news—general	8-9	UK Companies	24-26
Labour	17	Mining	25
Parliament	10	Ind. Companies	27-29
European news	23	Foremarkets	28
American news	4	Money and Exchanges	30
Overseas news	6	World markets	36
World trade news	5	Farming, raw materials	41
Home news—general	8-9	UK stock market	42
Labour	17		
Parliament	10		

FEATURES			
Firestone's merger with Borg-Warner	22	Guyana's tragedy: Burnham disassociates himself	4
Economic viewpoint: EMS trials and tribulations	23	Third World investment: Suspicion remains	3
Business and the Courts: Untruths—the place	20	Egypt oil exploration: Prospects after peace	6
Poland opens its books for \$500m loan	2	Deutsche Bank deal: Nixdorf's retain controls	28
Appointments	42	Euro-options	34
Appointments Advta.	12-17	P.T. Accuracies Indices	42
Base Rate	31	Yield's Event	43
Business Opinions	31	Letters	23
Crashpad	21	Lex	46
Economic Indicators	21	Lowland	46
Entertainment Guide	21	Mer and Manners	29
		Racing	46
		Seleroom	46
		Share Information	46
		Tellers' Event	46
		TV and Radio	46
		Weather	46
		Weather	46
		INTERIM STATEMENTS	24
		Domestic and Gov.	24
		Donkey Ind.	24
		Safon Ind.	24
		SKF	24
		ANNUAL STATEMENTS	24
		Newman Teets	24
		Parsons Teets	24
		Teets Teets	24
		Teets Teets	24
		Teets Teets	24

Commons debate on Times today

BY ALAN PIKE, LABOUR CORRESPONDENT

THERE WILL be a three-hour Commons debate today on the crisis at Times Newspapers, which is expected to suspend all its publications from tonight.

The Speaker agreed to an emergency debate at the request of Mr. Patrick Cormack, Conservative MP for Stafford South West, who told the House that the Times newspapers and supplements were approaching the most critical 24 hours in their history.

"If the presses stop tomorrow there is no sign when or even whether they will roll again," said Mr. Cormack.

This morning's edition of the Times is expected to be the last for an indefinite period. Times Newspapers announced in April that it would suspend all production of the newspaper together with the Sunday Times and the three Times supplements, unless agreements on industrial relations reforms were reached by today.

Refused

Although some progress has been made the National Graphical Association, the union most directly involved in the crucial issue of new technology, has refused to talk to the company unless the threat of suspension is lifted.

Staff will begin work this morning on tomorrow's edition of the Times but unless there is a sudden new development the company will announce during the day that publication is suspended.

Lord Thomson of Fleet, chairman of the International Thomson Organisation and president of Times Newspapers, said yesterday that, while suspension of publication was a drastic step, the papers could not be allowed to slowly bleed to death. Official disputes this year had resulted in the loss of 150,000 copies.

There was, said Lord Thomson, absolutely no intention of permanent closure or sale of the Times newspapers. "I have not asked for a deliberately structured confrontation (to put an end to the papers to save money)."

He hoped the suspension would be for the shortest possible time.

Time runs out for the Times. Page 8

£ in New York

	Nov. 29	Previous
100m	\$1,951.50	\$1,940.00
100m	\$1,951.50	\$1,940.00
100m	\$1,951.50	\$1,940.00
100m	\$1,951.50	\$1,940.00

Shell drivers to ballot on strike call

BY NICK GARNETT, LABOUR STAFF

THE THREAT of a tanker drivers' strike in at least four of the five big oil companies emerged yesterday when a national meeting of shop stewards representing Shell drivers decided to stop work from January 2 if the company refuses to improve its "Bani" pay offer.

The decision will be put as a recommendation to the drivers by ballot.

National conferences of stewards representing drivers at British Petroleum, Esso and Texaco are due within the next week.

They follow the rejection by Transport and General Workers' Union negotiators of pay proposals made by the four companies.

Of the big five oil and petrol suppliers, only Mobil has had its offer accepted by senior union officials. It is being put to stewards tomorrow with a recommendation for acceptance.

The four companies which have had offers rejected supply about 60 per cent of all UK petrol supplies and a large proportion of heating oils and industrial and aviation fuels.

It was still not clear last night if stewards at BP, Esso and Texaco will follow the Shell lead. A strike by Shell drivers alone would probably have little more than a marginal effect on customers even though the company supplies 20 per cent of the petrol market.

The drivers have submitted claims which the union would represent pay rises of 30 to 40 per cent but which the companies calculate at much less than 30 per cent. They include a new basic rate of £80 against the present £75, which would also be used for calculating overtime and shift payments.

The companies have run into negotiating difficulties on two particular points. The drivers are insisting that a "forward commitment" on overtime pay from last year's settlements—which alone is worth 8 per cent—must be paid. They are also refusing to discuss productivity schemes unless the companies improve existing offers which are within the 5 per cent limit.

Mr. Jack Ashwell, the union's national transport secretary, said yesterday that the proposals by the four companies were far short of acceptable and the union would maintain its refusal to discuss productivity unless improvements were made.

The Shell offer involves an increase in the present rate of £59.25 to which overtime and shift premiums are paid—to £68. The present basic rate would not be increased.

The company said yesterday that it was also offering a productivity scheme to yield as yet unspecified extra payments. The "forward commitment" from last year was not offered, it said, and it hoped to have further pay negotiations.

The companies have made similar offers in overall cash terms although formulated differently. Esso, for example, has offered £3 on basic pay but BP has put most of the new money on overtime.

Continued on Back Page

U.S. lowers estimate of world oil supply

BY KEVIN DOME, ENERGY CORRESPONDENT

THE U.S. has lowered its estimates of the amount of oil which will be available to supply world markets in the middle 1980s. Mr. James Schlesinger, the U.S. Energy Secretary, said in London, last night.

World oil production, now running in excess of 60m barrels a day, should not be counted on to increase by more than 20 per cent before reaching its practicable limits. The latest figures forecast a particular reduction in supplies from OPEC countries.

If oil consumption increased at 4 per cent a year, as in recent years, demand would exceed supply before the middle 1980s, Mr. Schlesinger warned.

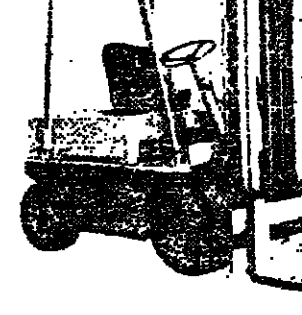
He said: "Even if the growth rate were to be reduced to 2 per cent a year — a substantial

accomplishment given where we now stand—we would still reach that crunch point by the early 1980s, a period in which we expect conventional oil production to peak."

Addressing a dinner of the Pilgrims, a society to encourage closer Anglo-U.S. relations, he said a surprising and undue satisfaction had been taken in slower economic growth as a partial solution to energy problems. "We must not come to regard economic stagnation as a form of deliverance. Soon enough we shall come to recognise anew the serious problems which unsatisfactory growth inevitably entails."

Adjustments had to be made by the industrialised world if it

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EUROPEAN NEWS

Soviet planning chief aims for higher growth

BY DAVID SATTER

MR. NIKOLAI BAIBAKOV, the Soviet planning chief, today announced much higher growth targets for the Soviet Union in 1979, as the economy, aided by a record grain harvest, attempts to recover from past setbacks to fulfil the five-year plan.

Mr. Baibakov told a session of the Supreme Soviet, the nominal Soviet Parliament, that industrial output next year is targeted to grow by 5.7 per cent, the highest target so far in the 1978-80 plan, and well above this year's 4.5 per cent

growth target, which will be exceeded.

Heavy industry, or "category A" production, the traditional focus of the annual plan, is to grow by 5.8 per cent in 1979, compared with a plan target of only 4.7 per cent for this year. Consumer goods or "category B" production is to grow by 4.6 per cent, compared with a target of only 3.7 per cent this year.

Agricultural production, which this year received a strong boost from the 23m tonne grain harvest, is to grow

by 5.8 per cent next year.

The 1979 plan reflects many of the economic priorities stressed on Monday by Mr. Leonid Brezhnev, the Soviet President, at the plenary meeting of the Communist Party Central Committee.

Mr. Baibakov said a key goal of the 1979 plan, as of the five-year plan as a whole, was an increase in industrial labour productivity, which is targeted to increase by 4.7 per cent in 1979, compared with a targeted increase of 3.5 per cent this year which has not been met

in the first nine months.

He said capital investment in 1979 would increase to 13bn Roubles (\$19.5bn), from 12.5bn Roubles this year, but there is no indication that the Soviet Union has overcome its persistent laxity in completing projects.

National income, a category similar to gross national product, and the best overall measure of Soviet economic growth, is to increase by 4.3 per cent, or about 18bn Roubles. It was targeted to increase by 4 per cent this year.

Mr. Baibakov said that 22.5bn Roubles would be invested in agriculture, as part of the continuing effort to modernise and make more productive the traditional Achilles heel of the Soviet economy. Priority would be given to machine-building and metalworking, which are basic to the Soviet attempt to improve labour productivity.

The rate of growth is to be 8.2 per cent, and 800 new types of products are to be introduced.

MOSCOW, Nov. 29

Rank and file discontent threatens Spanish unions

BY DAVID GARDNER, IN MADRID

AS SPAIN puts the formal seal on its three-year transition to liberal democracy in its December 6 referendum on the new constitution, there are emerging signs of widespread and radical discontent at the rank and file level of the trade union movement. The urgency of political reform has pushed negotiation between employers, the unions and the government on an economic package, to replace the so-called Moncloa Pacts, very much into second place.

The Moncloa Pacts were essentially a stop-gap measure—signed in October 1977 and due to expire at the end of this year—by which the Government and main opposition parties agreed to accompany the political consensus which would operate in Parliament with a measure of industrial peace and a 22 per cent wage ceiling.

The complexities of the political timetable have held up the signing of a second "social contract" in which the Government is looking for a wage ceiling of around 10-12 per cent. But it has not held off the batch of wage agreements due to be renewed before the end of the year under which more than 2m workers are due to settle, and during which this discontent will most likely begin to make itself felt.



Sr. Felipe González

The most prevalent reason for this discontent is hostility to manipulation of the unions by the two main parties of the labour movement—the Spanish Communist Party (PCE) and the Socialist Party (PSOE), which lost nearly three-quarters of its membership this year. From a claimed membership of 230,000 in 1977, the document now puts the number of paid-up members at 62,000, and the Socialist Youth in securing a relatively trouble-free passage through Parliament for the new constitution, wishes getting their unions to underwrite the consensus which has been the dominant characteristic of Spanish politics since the general elections of June, 1977. For this they have had to pay a price.

Public recognition of this is only now beginning to surface. In a report approved by the Socialist leadership at the end of last month, Sr. Felipe Gonzalez, the PSOE secretary-general, attacked those who were "using the UGT as a platform from which to systematically attack the politics of the PSOE." Last month the adoption of a resolution by the executive of the PSUC—the Catalan Communist Party and most powerful component of the PCE—which

strongly criticised its members from the basic causes are the in the leadership of the Workers' Commissions. It accused them of using the union as a launching pad from which to combat the Pacts, and hostility to continuing the wage restraint and restriction of the unions' freedoms.

Secondly, the PCE has run into internal opposition after dropping "Leninism" from the party programme, and the Socialists are having an equally rough ride with their proposal to do the same with Marxism.

Thirdly, there is increasing unwillingness among the rank and file of the unions to submit to the tactics of the Pacts, so long as that means underwriting the politics of consensus.

The PCE, for example, is interested in maintaining the consensus through a three-year pact between employers, unions, the parties and the Government. The agreement would be political as well as economic, and would contain a firm electoral timetable which called for new elections either immediately or in three years time.

The Communists argue plausibly that private investment will not pick up in the face of electoral uncertainty. However, an important slice of the PCE proposal is the setting up of a watchdog committee to monitor the agreement.

But it conceals an important part of the PCE's electoral strategy as well. Through the CCOO—Spain's most powerful union—the PCE would play a dominant role in such a committee, and hopefully build up its electoral strength in time for new polls.

By the same token, the PSOE/UGT insists on a one year pact negotiated exclusively between employers and the Government. The PCE has lost most of its accredited leadership in Santander, while in the mining region of Asturias, heavy UGT, for example, has now expelled those who were expelled by the PSUC. The PCE has been the other hand, has broken fighting a losing battle with the ranks with the CCOO nationally, "Leninists" or radical, dis-sidents, for the past six months. While there are important differences between the crises, be preceded by a thorough taking place inside the PSOE/ debate throughout the Labour UGT, and PCE/CCOO forma movement.

Poland to open its books for \$500m loan

BY CHRISTOPHER SOBINSKI, IN WARSAW

MR. MARIAN KRZAK, the Polish Deputy Finance Minister, has confirmed that Poland is seeking a long-term Eurocurrency loan of at least \$500m for "general economic purposes" and is prepared to satisfy as far as possible Western banks' requests for detailed information.

In an interview with the Financial Times Mr. Krzak said that Western banks are showing considerable interest in the syndication and that he was travelling in Frankfurt this week with representatives of Bank Handlowy to discuss the loan. He made clear that Poland is looking for a spread in the region of 1 to 1.5 per cent over Libor.

Mr. Krzak said it was too early to say who would be the leaders of the consortium. "I know that some of the world's foremost banks would like to be among the leaders," he said, and he mentioned that the Bank of America was being considered.

Asked about providing com-

prehensive data on Poland's hard-currency debt, the deputy Minister said: "We shall try and satisfy the curiosity of the banks to the greatest degree possible."

In this context, he mentioned last January's \$250m loan for Poland's copper industry, where the terms allowed Western lending banks on-site inspection rights, and more information than is usual in East European loans. Poland, he said, was at a crucial moment as regards its balance of payments deficits.

Mr. Krzak confirmed that the current debt service ratio was between 30 and 40 per cent, only taking into account trade with the West. He said that as much trade again is done with the Comecon countries and this strengthens the country's ability to service its foreign debt.

Ministry of Finance estimates foresee a hard-currency deficit of \$1.1bn this year. Plan proposals for next year, which were approved this week but which still have to go through the

Parliament, include a 9 per cent growth in hard-currency exports while hard-currency imports should remain at this year's level. The Ministry estimates that this will give a \$500-700m hard-currency deficit in 1979.

Mr. Krzak expects the trade balance to even out in 1980. "That year will begin a long period when we will have a positive trade balance which will enable us to cover our debt service requirement," he said.

He said that a system of money incentives was being planned which would reward workers who produce export goods. The scheme would also permit companies which increase hard-currency exports to import more from hard-currency markets.

The Ministry of Finance estimates that this incentive scheme should add up to \$300m worth of exports to the planned export figure for 1979. "As for hard-currency imports in 1979, they will certainly not rise above this year's level and might drop," Mr.

Krzak added.

One area where Poland will import less in 1979 is grain and animal feeds. The harvest this year was better than average, but "not as good as we expected," he said.

Poland will be looking for 5m tonnes of grain and feed in the U.S. next year, and the Minister confirmed that Poland has applied to the U.S. Commodity Credit Corporation for credits of \$500m to finance such imports.

So far, the U.S. has assigned Poland only \$300m.

As to the future, said Mr. Krzak, debt repayment is a priority for the economy. Poland, he said, would "be an active participant on the credit market."

Investments in raw materials, especially coal but also copper and sulphur, would continue, and each year there would be one large investment project.

The Pila atomics and polyester fibre plant was next in line; but Mr. Krzak said that plans for a heavy truck factory

and then a delivery van project were still very much alive.

In the short term, the 1979 plan proposals approved on Tuesday foresee a 3 per cent increase in national income, a category similar to Gross National Product. This is the lowest growth for several years and compares with the planned 5.4 per cent growth in national income this year and a 5.7 per cent rise in 1977.

Mr. Krzak explains that this is so because low agricultural production has been allowed for, and there is also to be no growth in the construction sector next year. Industrial output is planned to rise by 4.9 per cent compared with 6.8 per cent rise on the 1978 plan and an 8.3 per cent in 1977. Consumer goods production is to rise next year by 7.7 per cent and export production growth is to be 9.6 per cent.

Growth in real wages over this year is to be held down to between 1.5 and 2 per cent.

Romanian officials expect Ceausescu to renew attack

BUCHAREST, Nov. 29.

ROMANIA WAS today reported ready to face the Soviet Union in a tense confrontation on issues ranging from foreign policy to military co-operation.

Government officials said President Nicolae Ceausescu was discussing new differences with his Soviet bloc allies this week, would probably go on the offensive again at a public rally on Friday.

Bucharest, meanwhile, was outwardly calm as Romanians waited for Kremlin reaction. After several years of uneasiness, relations between Bucharest and Moscow now face their gravest political crisis for a decade.

Officials said the President was

ready, if necessary, for a long bout of open polemics with the Soviet Union and his five other Warsaw Pact allies.

Western diplomats predicted that Romania's already-limited military role in the Communist alliance was likely to be cut back still further, but it was thought unlikely that Mr. Ceausescu would seek to leave the 23-year-old alliance.

The Romanian leader has hinted in several public speeches that he was at the centre of a major row at a summit conference of the Warsaw Pact in Moscow last week. He said he resisted demands for increased military spending, and indicated

that he vetoed Soviet plans for closer integration of the alliance's armies.

Mr. Ceausescu's public airing of his latest dispute with Moscow sent shock waves through Eastern Europe. Communist governments have been acutely sensitive to the risks involved in an open clash of this kind since the Kremlin sent tanks to crush the Czechoslovak reformist regime in 1968. Mr. Ceausescu condemned the Czechoslovak invasion at the time and refused to allow Romanian troops to take part.

East European as well as experienced Western observers here and in other Communist

capitals, however, doubted that the Soviet Union would exert military pressure on Mr. Ceausescu.

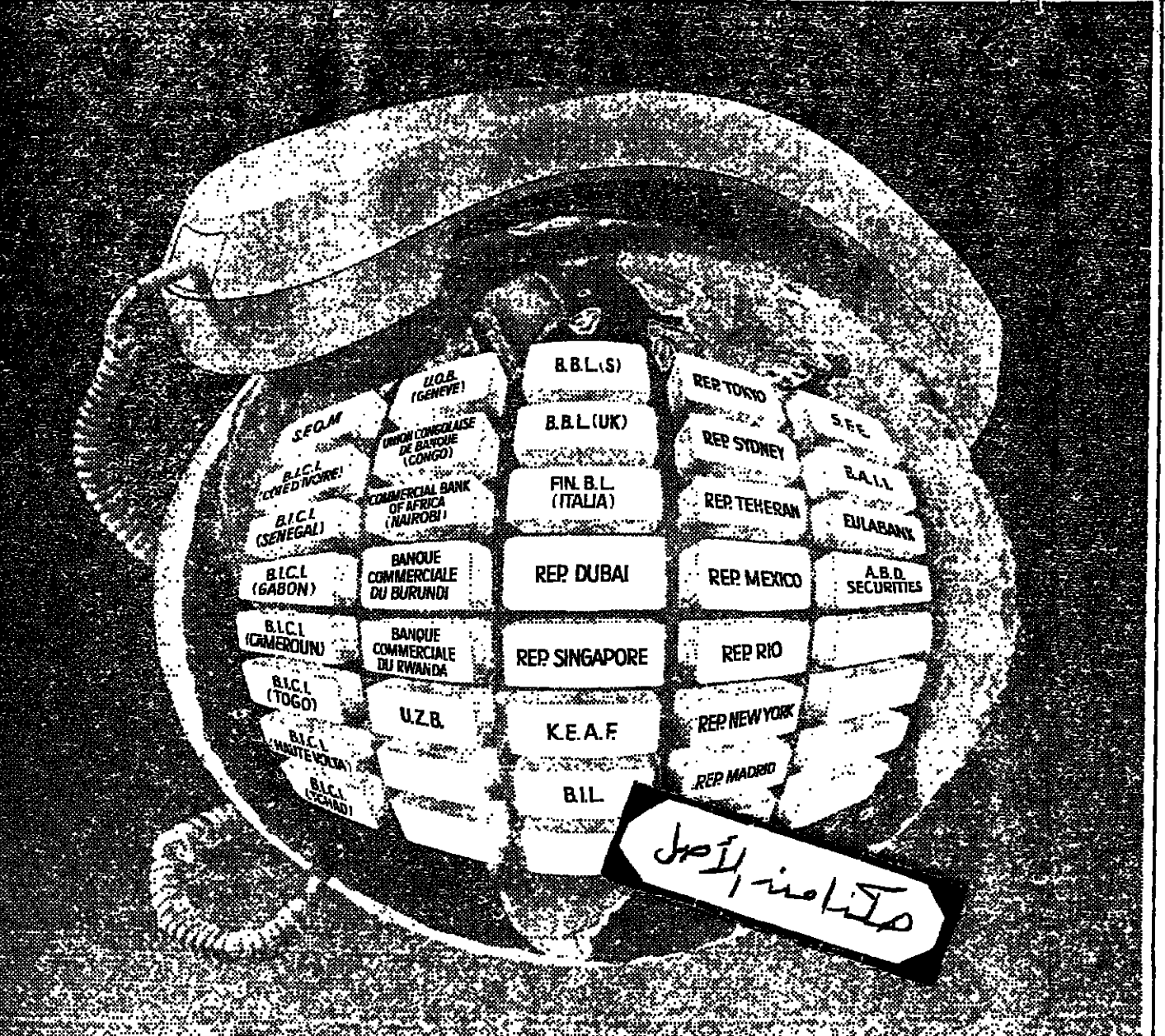
The Romanian leader has frequently clashed with the Soviet Union on foreign policy in the last 13 years, but he runs a tight, hard-line regime at home, giving no cause to the Kremlin to question his fidelity to Communist principles, at least domestically.

The Polish Communist Party Politburo was the first to respond to the Romanian leader, in a statement yesterday which tilted at his latest stand without naming Romania.

"Poland will decisively oppose all actions weakening the cohesion and defence capacity of the (Warsaw) Pact, as aimed against the vital interests of all its member states and their nations," the statement said.

Yesterday, Belgrade sources reported that all six Warsaw Pact ambassadors in Bucharest had been recalled by their governments for consultations. The reports were later proved incorrect, although it was confirmed that the Soviet, Bulgarian and Hungarian envoys had left Romania, ostensibly because of official commitments in their own countries.

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AMERICAN NEWS

Americans turning on to current affairs

By Jurek Martin
WASHINGTON, Nov. 29. A VERY strange thing happened on U.S. commercial television last week. The most watched single programme, according to the A. C. Nielsen ratings, was "Sixty Minutes" which deals exclusively with current affairs.

A spokesman for A. C. Nielsen said today he could not remember the last time a regularly scheduled current affairs programme had topped the ratings. "Sixty Minutes," which produces "Sixty Minutes," said that the success was unparalleled in the programme's 10-year history.

Some indication of the widespread that is U.S. commercial television can be gleaned from the fact that "Sixty Minutes" was the only one of 61 programmes shown in prime time last week that dealt in non-fiction.

"Sixty Minutes," which might be described roughly as a rather jazzy version of the BBC's "Panorama," has had a very long and slow ride to the top. As recently as a couple of years ago, it was regularly truncated if the usual late Sunday afternoon American football telecast ran over time.

The other two commercial networks, NBC and ABC, have been sufficiently moved to try to compete and help meet the undernourished U.S. appetite for programmes which go beyond strict presentation of the news.

Public (ie non-commercial) television has had notable success in the current affairs area, especially with its "MacNeil-Lehrer report," shown five nights a week, but its financial resources are normally extremely strained. The same cannot be said of the wealthy commercial networks, which, for all the excellence and comprehensiveness of their news coverage of special events, too rarely elect to run counter to the interests of their commercial sponsors who demand a diet of situation comedies and crime shows. But the times just may be changing.

Administration looks for ways to ease pay code

BY STEWART FLEMING

NEW YORK, Nov. 29.

OFFICIALS OF the Carter Administration are examining ways of easing some of the guidelines in phase two of its voluntary wage and price policy, in order to improve the chances of enforcing the programme. This represents a significant retreat by the Administration from the position, taken by President Carter himself, that the guidelines could not be softened.

A major consideration behind the review is that the wage and benefit standard establishing that increases of more than 7 per cent would break the guidelines, would be virtually impossible to enforce in the case of the Teamsters Union whose contract with the trucking industry expires next March.

The Administration has also realised that its proposed price increase guidelines for companies could be interpreted in such a way as to allow many

corporations to choose a form of price control which would not seriously inhibit their ability to pass costs on to their customers.

Mr. Barry Bosworth, director of the Council on Wage and Price Stability which is responsible for administering the policy, has told business leaders that the Administration is considering tightening the profit margin test for price increases. The Administration has clearly been concerned that companies will elect to abide by the programme's profit margin controls which would allow them to pass on cost increases more easily, rather than meet the price guidelines. These permit companies to raise their prices over the programme's 12-month period by no more than the average 1976-77 annual increase less half a percentage point.

The revised guidelines will probably make it clearer that companies can only elect to abide by profit margin guidelines in strictly defined circumstances.

A bigger problem for the Administration, however, is the realisation that it will have to modify the 7 per cent wage increase guideline in order to improve its chances of having it accepted. Currently the 7 per cent guideline includes not just wage increases but also the cost of any fringe benefits. In many wage packets the fringe benefit component, which includes pensions and health care for example, can account for a third of the total cost of the settlement.

In the case of the crucial Teamsters negotiations, some analysts have suggested that just maintaining the union's fringe benefit package could absorb the whole of the allowable 7 per cent rise in the cost of the settlement.

U.S. proposes plan to solve Cyprus issue

By David Buchan

WASHINGTON, Nov. 29.

THE U.S. has proposed a new plan to solve the four-and-a-half-year-old Cyprus dispute. State Department officials said today. The aim is to provide the basis for a resumption of negotiations between Greek and Turkish Cypriots, under the aegis of Dr. Kurt Waldheim, the United Nations Secretary-General, as called for in a Security Council resolution on Monday night.

The 12-point agenda, drafted by the State Department in collaboration with the UK and Canada, calls for the Turkish community to cede "significant" amounts of territory seized in 1974, and a carefully calibrated federal Government—with Turks and Greeks equally represented in a legislative upper house.

CFTC to press ahead on interest rates futures

BY DAVID LASCELLES

NEW YORK, Nov. 29.

A TIMETABLE to process applications to trade in financial instrument futures—a means of hedging against fluctuations in interest rates—has been established by the Commodity Futures Trading Commission, the regulatory body for the industry.

The Commission earlier received a letter from the U.S. Treasury questioning whether such futures—which are only traded on a few exchanges, mainly in Chicago—were in the public interest, and what impact they might have on government debt management.

The Treasury and the Fed also asked the Commission not to approve applications for trading in new instruments until their impact had been studied.

The Commission acts independently of both the Treasury and the Fed, and has been keen to emphasise its individual role. But it is understood to feel that other government agencies have recently become more educated about interest rates future, and it will go ahead with processing applications of which there are now about 10 from exchanges in New York, Chicago and elsewhere.

U.S. COMPANY NEWS

Ashland Oil gives reasons for property sale: Occidental in SEC filings inquiry: Dresser sees property rise — Page 27.

Hopes rise for an end to Belize wrangle

By Our Foreign Staff

HOPES FOR a solution to the long-standing wrangle between Britain and Guatemala over the future of Belize (formerly British Honduras) are rising following the presentation of a four-point British plan to the Government of General Romeo Lucas in Guatemala City.

The Belizean Government of Mr. George Price has refused to move the country to independence from the present status of a Crown colony without a defence guarantee from Britain to secure its borders from Guatemalan invasion. Britain has consistently refused to grant this Belize, with a population of 130,000, fears its powerful neighbour, whose population numbers some 6m.

Details of the plan were given by Dr. David Owen, the British Foreign and Commonwealth Secretary, to Mr. Castillo Valdes, the Guatemalan Foreign Minister, at the United Nations in September and have been kept confidential by the two sides.

The plan which reportedly has been approved by Mr. Price and Mr. Juan Linde, the Belizean opposition leader, would ensure Guatemalan access to the Caribbean from its ports of Puerto Barrios and Santo Tomas de Castilla. In theory, access from these ports could be blocked across the May of Amatique if Belize from the north and Honduras from the south extended their territorial waters for 200 miles. Under the plan, Belize would undertake not to make such a move.

To meet the Guatemalan military Government's nervousness about Belize becoming a base for Cuban and other left-wing infiltration in the area, Belize would also undertake not to sign pacts with third parties without the agreement of the Guatemalans.

Thirdly, Belize would give preferential treatment to goods destined to and from Guatemala at the port of Belize City. Guatemala has long argued that the fact that it did not control Belize and that access to Belize City was difficult had acted as a powerful brake on the development of Guatemala's northern department of Peten.

Lastly, Britain would contribute to opening up communications between Belize and Guatemala. This would be a gesture towards the Anglo-Guatemalan agreement of 1859 which committed Britain to build a road to Guatemala. The treaty was not ratified and Britain never built the road.

Dr. Owen and Mr. Castillo Valdes are understood to have got on well at their September meeting, and since taking power in July the Lucas Government has moved to damp down anti-British sentiments among the small section of the Guatemalan population which follows the Belize issue closely.

It is recognised, however, that it will be a difficult political process for any Guatemalan Government to abandon such a large territorial claim and dismantle the machinery set up several decades ago to pursue the issue.

The UN committee on decolonisation is expected to reconsider the Belize situation in New York shortly.

U.S. considers return to ILO

LIMA, Nov. 29.

MR. ROBERT J. BROWN, the U.S. Under-Secretary of Labour, said yesterday that he was amenable that the U.S. would rejoin the International Labour Organisation because it "is gradually returning to the basic principles it was founded upon."

The U.S., which contributed 25 per cent of the ILO budget, left the organisation last year because it felt the agency was spending more time advancing third-world ideology than bettering the world's working conditions.

AP

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GUYANA'S TROUBLES

Burnham dissociates himself from Jonestown tragedy

BY HUGH O'SHAUGHNESSY, RECENTLY IN GEORGETOWN



Mr. Forbes Burnham, the Guyanese Prime Minister.

PRIME MINISTER Forbes Burnham being the agile politician that he is, it did not take many hours from the time of the announcement of the horrific deaths and killings at the People's Temple settlement at Jonestown earlier this month for the Guyanese government to dissociate itself as much as possible from the tragedy.

Mr. Christopher "Kit" Nascimento, the Minister of State in the Prime Minister's Office and a former information chief who was on an assignment in the U.S. made the point that the late Mr. Jim Jones and most of the Jonestown victims were U.S. citizens and the affair had little to do with Guyana.

Mr. Nascimento also pointed out that the People's Temple cult had produced some impressive testimonials, including a letter of mild approval for their work from Mrs. Rosalynn Carter. Whatever connections there were between Mr. Jones and the government—and there are clear indications that they were quite strong—Mr. Burnham needs to put as much distance as he can between the set and himself.

He has too many political and economic difficulties on his plate already to afford mud from Jonestown to rub off on to him. Jonestown with its thousands of inhabitants and well managed farms sited in the far North-west of the country was a valuable strategic pawn in the diplomatic game with Venezuela, which has an outstanding territorial claim to much of empty western Guyana.

The Government has to explain why, despite warnings, it did nothing to investigate allegations of malpractices in Jonestown and allowed Mr. Jones to keep large quantities of firearms, ammunition, foreign currency and foreign securities, all of which are strictly controlled in the rest of Guyana.

Refugees from Georgetown tell of relatively frequent visits to Jonestown by Ministers, while the sect's own published material was extremely enthusiastic about Mr. Burnham's government. One brochure commented "Valuable in-kind services have been provided by the Guyana government on a number of occasions."

Guyana is in severe economic straits and Mr. Burnham's administration is unpopular and the deficit on current account distributed by many. Were it not for the support he receives from a large number of foreign capital

the situation would be parlous indeed for Mr. Burnham. The referendum to July, which gave the Prime Minister and his People's National Congress (PNC) spectacularly increased powers, was widely condemned by the regime's opponents of all political shades for being grossly fraudulent.

Whereas the official figure of the turnout was 71 per cent a close monitoring of the polling stations by the Opposition pointed to an abstention figure of 88 per cent.

The protests about the referendum, echoed local and international condemnation of the conduct of the 1983 and 1973 general elections which Mr. Burnham won by big majorities. Were fair elections held in Guyana, leading lawyers and churchmen claim, the Government would not get more than about 15 per cent of the vote. They say that much of the Government's trouble stems from the continuing racial complexion of politics. The PNC—effectively appeals to the urban Negro vote and the principal opposition party, the Moscovite People's Progressive Party led by Dr. Cheddi Jagan pulls more voters from the East Indian majority which lives in the countryside.

Such have been the electoral irregularities, Mr. Burnham's critics say, that it is difficult to get a clear idea of the strength of the parties. The only sure thing is that the PNC can no longer command a majority. But popular discontent is based on something more tangible than unhappiness with electoral irregularities.

Guyana's economy has been going through a hard year and things will get a lot tougher yet. Consequently the PNC's racial constituency, the urban Negroes in this underpopulated country of 800,000 people, has become increasingly restive.

The situation was succinctly put by the Government in the letter of intent it wrote to the International Monetary Fund on June 12 seeking a stand-by credit. "Guyana's balance of payments has been under severe pressures since the latter part of 1975. Exports fell by nearly one-third between 1975 and 1977, but the level of imports remained relatively high. As a result, Guyana is in severe economic straits and Mr. Burnham's administration is unpopular and the deficit on current account distributed by many. Were it not for the support he receives from a large number of foreign capital

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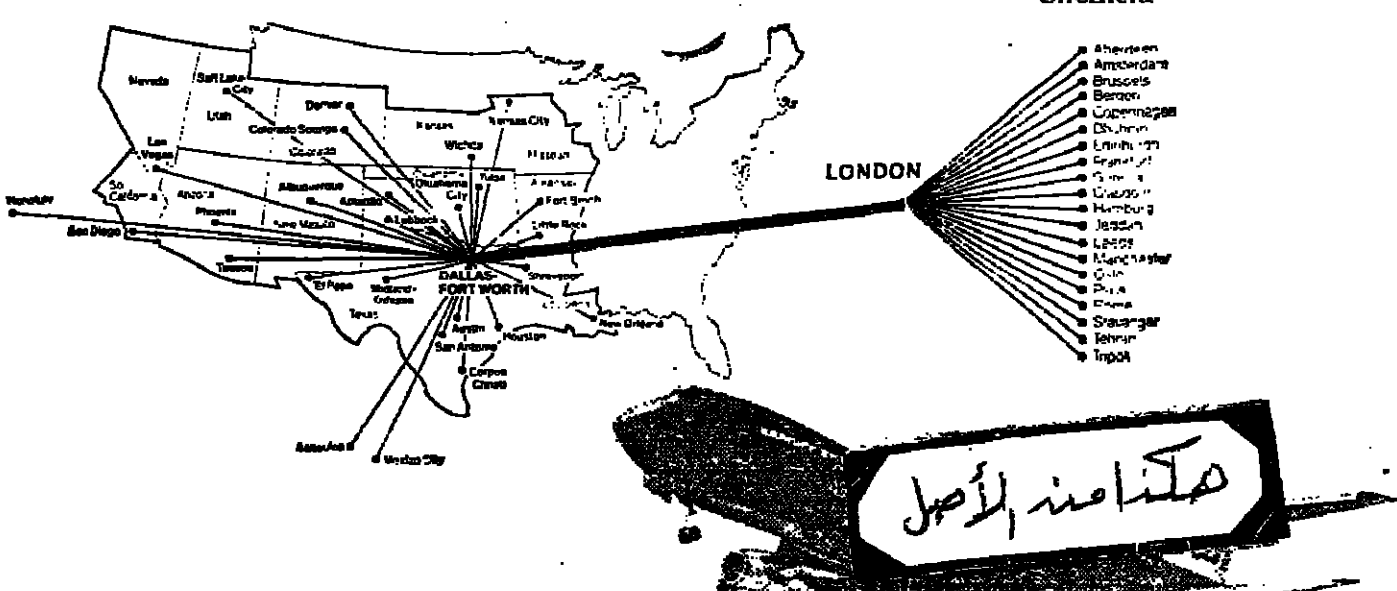
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WORLD TRADE NEWS

UK banks to sign \$1.2bn credit deal with China soon

BY LORNE BARLING

SEVEN BRITISH banking groups are to conclude a \$1.2bn line of credit agreement with the Bank of China next Wednesday. Ten banks are involved but some will jointly sign the agreement which will be split equally between the seven groups and will be for identical terms of five years at 7½ per cent.

The groups are Barclays, Midland, National Westminster, Standard and Chartered, Williams and Glyn's and the Royal Bank of Scotland. S. G. Warburg and Lloyds International, Kleinwort Benson and the Bank of Scotland.

The Export Credits Guarantee Department, which has played a major part in negotiating the agreement, will provide backing

of 85 per cent of the value of individual contracts and the Chinese will pay the remaining 15 per cent in cash.

The credit line, which differs in some respects from normal agreements of this kind, is the first to be negotiated with the Chinese and will be a major incentive for British exporters to go ahead with proposed export contracts.

Each bank is expected to sign individual agreements with the Bank of China, but it is expected that more normal buyer credit agreements will follow later to finance larger contracts.

The Export Credits Guarantee Department, which yesterday announced its trading results for the last financial year, said it

expected some of the credit for China to be used quite quickly, adding that no other country would have a formal facility of this kind.

Negotiations with China were also taking place to prepare a simplified buyer credit document, omitting unnecessary legal aspects, which could be used as a basis for future agreements.

After some difficulties on the question of arbitration, the talks were going ahead smoothly.

However, it is clear that credit terms being offered by Japan are causing concern, particularly its proposed "developmental" loan by Exim Bank of Tokyo at a likely rate of 6½ per cent compared with the consensus rate of 7½ per cent for two to five years.

Although the Japanese insist that these loans are not tied to their products and are in any case experiencing some difficulty in concluding them (probably due to the strength of the Yen), Western countries are watching closely.

ECGD believes that although such loans may be untied in theory, much of the resulting export business would naturally go to Japan, and other countries may decide to act together in matching the rates offered.

In the event of such a deal being concluded, UK companies would be urged to make use of the Japanese loan facility, in an attempt to establish how readily available it is to foreign companies.

EEC price for trade agreement

By David Buchan

WASHINGTON, Nov. 29. THE U.S. accepts that the European Community's Council of Ministers will not sign a multi-lateral trade agreement until

Congress waives the counter-vailing duties imposed on subsidised EEC exports. Mr. Richard Cooper, Under-Secretary of State for Economic Affairs, said today.

He was addressing a Press conference after two days of talks with top EEC officials, in which both sides acknowledged that the present Geneva trade negotiations will run well into 1979. But both Mr. Cooper and Sir Roy Denman, the EEC's External Affairs Director, emphasised today they still hoped to reach a basic understanding between the U.S. and the Community by Christmas on the substance of the Geneva negotiations.

Herr Wilhelm Haferkamp, the EEC External Affairs Commissioner, yesterday saw President Carter. Both men stressed the need for speedy progress in Geneva.

Congress does not reassemble until mid-January, and Mr. Cooper still held out the possibility that the Administration might, by its own action, delay the effect of countervailing duties on EEC exports. The Treasury Secretary, he said, was obliged by law to impose the duties, until Congress decides otherwise, but the Administration might just not collect the money from importers.

Saudi expenditure curbs cause some problems for contractors

BY JAMES BUCHAN

JEDDAH, Nov. 29

ATTEMPTS to curb government expenditure in Saudi Arabia to reduce waste and cope with a revenue shortfall have been causing considerable problems for contractors.

Many of them have been receiving reduced or delayed payments and there has been a slowdown in the agreeing of new contracts.

The Finance Ministry told other ministries when the new budget came into force last June that they could only spend 70 per cent of their allocation without obtaining special Finance Ministry permission.

Ministries appear to have interpreted the directive in different ways, contractors say, while three Italian road contractors have not been paid

since April. Some smaller companies which must pay suppliers on 30 days' demand are having to seek short-term borrowing from local banks or on the Bahrain offshore Saudi rial market.

These problems were compounded last week when the Saudi Arabian Monetary Agency (SAMA) temporarily refused to deal with claims from local banks which must deposit a proportion of their funds with it.

In London the Department of Trade said that a handful of British companies had reported payments problems. But it believed that the confusion which existed before had cleared up, and that the situation was improving.

Payments on a microwave telecommunications contract are said to be "months in arrears," while three Italian road contractors have not been paid

Benguela still subject to sabotage

By Michael Holman

LUSAKA, Nov. 29. ZAMBIA WILL remain dependent in the short term on the re-opened southern railway through Rhodesia and the northern railway to Dar Es Salaam, Tanzania, despite the re-opening of the Benguela railway.

The first trial run on the Benguela line, which was officially re-opened earlier this month, showed that guerrillas of Mr. Jonas Savimbi's Unita movement were still able to disrupt traffic. Zambian shipping officials said that saboteurs damaged at least two bridges on the line, which had been closed since August, 1975, as a result of the Angolan civil war.

The view that the railway will not solve Zambia's short-term problems is shared by the Zambian mining industry, which used to ship copper through the Angolan port of Lobito. An industry official visited Lobito earlier this month for discussions with senior officials from Angola, Zambia and Zaïre, although the Zaïre representatives did not arrive.

The Presidents of the three States were to meet in Zambia on November 18, but the meeting was downgraded to Prime Ministerial level when it was learnt that President Manuful of Zaïre could not attend. The meeting failed to take place when the Angolan delegation did not arrive. Zambia had hoped to use the line to import technical and wheat, and to export cement as well as copper.

Payments of claims on ECGD up 49%

FINANCIAL TIMES REPORTER

THE EXPORT Credits Guarantee Department, which recorded a 49 per cent increase in claims paid during the last financial year, estimates that total payments made in compensation for losses in Turkey will amount to £50m in 1978, although arrangements have been made for its recovery.

It said that overall claims amounted to £94.2m during the period (compared with £63.1m the previous year), of which the major part was in connection with short-term business in Turkey, and more payments on longer term transactions were still to be made.

However, Mr. Kenneth Taylor, Secretary of ECGD, said that agreement had been reached with Turkey for phased repayment of debts, but the fact that even short term debt has been rescheduled indicated the size of the problem.

He added that an increasing amount of ECGD insured business was being insured in foreign currencies and amounted to 10.5 per cent of the total last year.

Despite fears that foreign banks based in London would take a disproportionately large share of foreign currency business, it is estimated that they provided not more than one-fifth

of the total although they joined syndicated financing arrangements on a substantial scale.

The total net cost to public funds of interest support for fixed rate sterling and currency export finance was £116m, compared with £220m in the previous year. This was due partly to the increase in the use of foreign currency financing.

Outstanding advances of sterling by the banks at fixed rates of interest in respect of insured credits of two years or more rose by £58m to a total of £2.2bn, compared with last year's £1.7bn. Of this total £1.9bn was refinanced by ECGD, 12.3 per cent less than at the end of March, 1977, because of the banks' agreement to increase the non-refinanced proportion.

The comparable outstanding advances of foreign currencies totalled the equivalent of 30.8m at the end of the year.

ECGD's foreign currency liabilities now total around \$2.5bn with business in hand worth an additional \$3.5bn, while Sterling liabilities amount to about £21bn. ECGD last year insured 33 per cent of total UK visible exports, compared with 37 per cent the previous year, but Mr. Taylor said this proportion had improved in the last few months.

Nigerian loan signed

A loan agreement was signed in London yesterday between Morgan Grenfell, West Africa Portland Cement, of Nigeria (WAPCO) and the ECGD.

The \$22.5m loan, the repayment and funding of which is guaranteed by the ECGD, is to be used to provide finance for a major contract between WAPCO and F. L. Smith for machinery and equipment for the extension to the cement works at Shagamu, in Ogun State.

The loan is repayable over eight years from estimated commissioning. The Blue Circle group who are shareholders in WAPCO have been appointed as technical consultants for the extension.

The loan is the first ECGD-backed buyer credit to a Nigerian borrower since 1970, and is the first UK export credit to Nigeria to be denominated in U.S. dollars.

Nigerian Eurocredit, Page 27

THIRD WORLD INVESTMENT

Suspicion remains greatest problem

BY OUR OWN CORRESPONDENT CASABLANCA, Nov. 29.

ONE OF the main problems facing private foreign investors in developing countries remains the suspicion in the host country that its sovereignty will be impinged upon, according to many delegates at a seminar here.

This suspicion often runs hand in hand with policies under which countries seek foreign capital by means of tax relief and tariff protection measures embodied in constantly revised investment codes.

At a seminar on investment and export industries in developing countries organised by the ICC at the Mohammed VI seaside resort near here last week, some 125 delegates from 30 countries on both sides debated the problem. They concluded that co-operation was vital to the survival of both the industrialised and developing worlds.

The ICC believes direct foreign investment in developing countries reflects a basic convergence of interest between investors who seek markets, lower costs of production and sources of supply, and developing countries wishing to attract capital, technology and expertise from the industrialised countries.

In the ICC's view, foreign investments should provide benefits for both sides, but in recent times developing countries have been trying to get more from them in the past. They have been placing more demands on investors seeking to do business in their markets. They have also sought to renegotiate contractual obligations for exploration and exploitation of natural resources.

These developments have often shaken the confidence of investors who claimed that the profitability of their investment was being diminished by new obligations put on them by the host countries, and this has created psychological and political blocks, and increased the risks.

Foreign investors may ask themselves, why bother? The answer according to several speakers at the seminar is that they have no alternative because in doing nothing would be fatal to the industrialised world in the long run and also spell disaster for the Third World.

For example, Dr. Fritz Tietz, head of the legal department of the International Development Company (IDC), said imports from cheap labour

countries made many Western products uncompetitive, while in developing countries remains the suspicion in the host country that its sovereignty will be impinged upon, according to many delegates at a seminar here.

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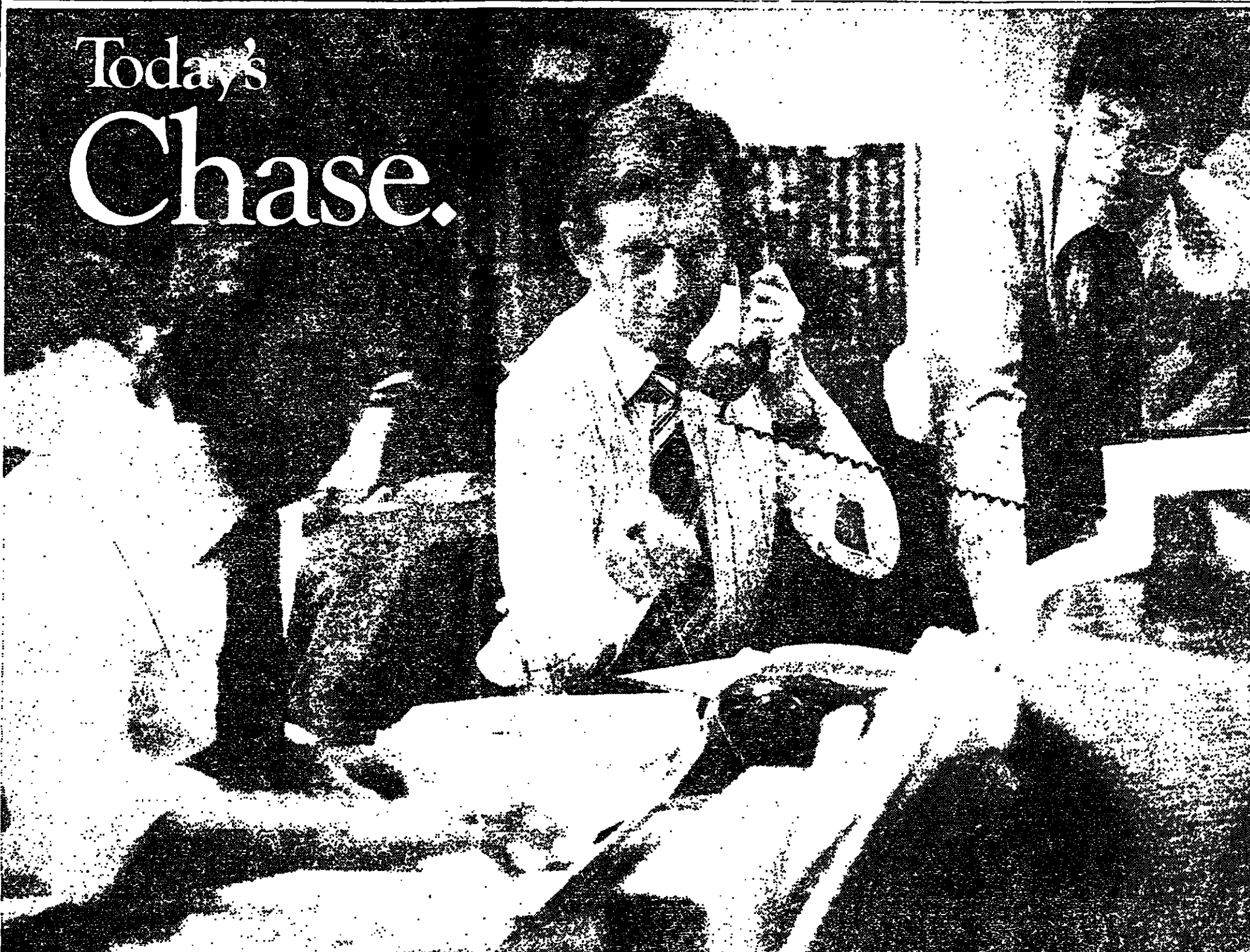
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Alan H. Ulrich, Vice President, Manager, Foreign Exchange Trading, London.

"Chase is much quicker on matters of foreign exchange. The deal is done on the spot."

(Financial Director, major UK company)

Recently, an independent research company talked to 200 financial directors of major European companies; but in order that the respondents could feel free to talk openly their identities were not disclosed. The purpose of the survey was to discover Chase's strengths.

One particular virtue of Chase was clearly our foreign exchange expertise.

The advantage our dealers have is Chase's pre-eminent position in the dealing markets.

The advantage our customers have is that they are able to enjoy direct contact with the dealers. So needs are better understood and the service is faster.

A constant key to Chase's leadership emerging from the research is simply this:

Chase not only employ extremely good people,

but also give them a system in which they can operate as effectively as possible for customers.

The result is a highly personalised, very efficient service, praised by the respondent quoted above.

He added, "I'm influenced by the people I deal with in the banks—and personally I prefer the Chase Bank. They give excellent service and are always ready to give first-class advice. My first choice always."

He went on to sum up Chase's advantage in one word, "people".

Alan Ulrich who manages foreign exchange trading in London agrees, "Better bankers make Chase

a better bank."



CHASE

THE CHASE MANHATTAN BANK N.A., WOOLGATE HOUSE, COLEMAN STREET LONDON EC2P 2HD. CHASE HAS EUROPEAN OFFICES IN AMSTERDAM, ANTWERP, ATHENS, BARI, BELFAST, BRUSSELS, COPENHAGEN, DUBLIN, DUSSELDORF, FRANKFURT, GENEVA, GHENT, GUERNSEY, HAMBURG, JERSEY, LIEGE, LUXEMBOURG, LYON, MADRID, MILAN, MOSCOW, MUNICH, PARIS, PIREAUS, ROME, ROTTERDAM, SALONICA, STOCKHOLM, STUTTGART, ZURICH.

DO YOU HATE YOUR COMPANY CAR?

The trouble with driving a company car is that you have to drive what you are given.

And what you are given may not be entirely to your liking.

Especially when everyone else in your position seems to be driving the identical German-made, Italian-styled, British-named executive saloon.

Not that they're anything but fine cars. But if you'd wanted to be part of a fleet, you'd have joined the Navy.

The problem is, how do you persuade the company that your feelings towards your car are not hopelessly irrational?

Obviously, you must provide a rational alternative. Which brings us neatly to the Audi 100.

LOVE AT FIRST SIGHT.

Like most people, you've probably admired the Audi 100's sleek, purposeful shape.

But, as with everything about an Audi, there is reason behind the styling.

The body is built around our unique Timoshenko girders, with long crumple zones front and rear barring the way to a rigid steel passenger safety cell.

And its steering and braking system will keep the car on course if a front wheel skids or punctures.

The interior is quietly opulent with plush upholstery, thick carpeting and all the other trappings of a prestige car.

We've even tuned the seat springs so that they work in harmony with the suspension. And the 'acoustic sandwich' lining the floor absorbs as much noise as a six inch thick brick wall.

But we haven't provided you with all this luxury for its own sake.

The quieter the car, the less there is to distract you from your driving.

And the thick padding that surrounds you is there to protect as well as comfort you.

So if your company values your life as highly as it values your services, there's no safer car it can give you.

A UNIQUE PROPOSITION.

In one respect at least, the Audi 100 is unlike any other car made.

Its engine has five cylinders.

The reason for this odd configuration is something that will gladden the heart of your company accountant.

It is as quiet and smooth as a six cylinder engine but simpler and less thirsty.

And by designing out components such as cam-rods and jackshafts, we eliminated vulnerable wearing parts and reduced the amount of servicing the car requires.

In fact, going by manufacturers' figures, the five cylinder Audi 100 needs less than half as many hours servicing as the Rover 2300.

Your company will find that facts like these make sound business sense.

IT COSTS LESS THAN YOU THINK.

A five cylinder Audi 100 costs between £5,492 and £8,564 according to the model you choose.

Figures, you will notice, that compare very favourably with prices of other cars that, in our humble submission, do not offer you nearly as much.

But the final ace in your hand could be that the company doesn't even have to buy the car for you to drive one.

By leasing, you could drive away in a new Audi 100, by the simple expedient of your company paying £777, i.e. three months charges in advance.

Thereafter, you pay a monthly rental (that can include all maintenance costs).

And by setting the entire cost of leasing against tax, the real cost of the car comes down by half, which eliminates any worries your accountants may have about depreciation.

If this advertisement has only served to increase your discontent with your present company car, we apologise.

But if you can use it to good effect, you'll end up with a car that you'll love.

YOU'D LOVE A NEW AUDI 100 Audi

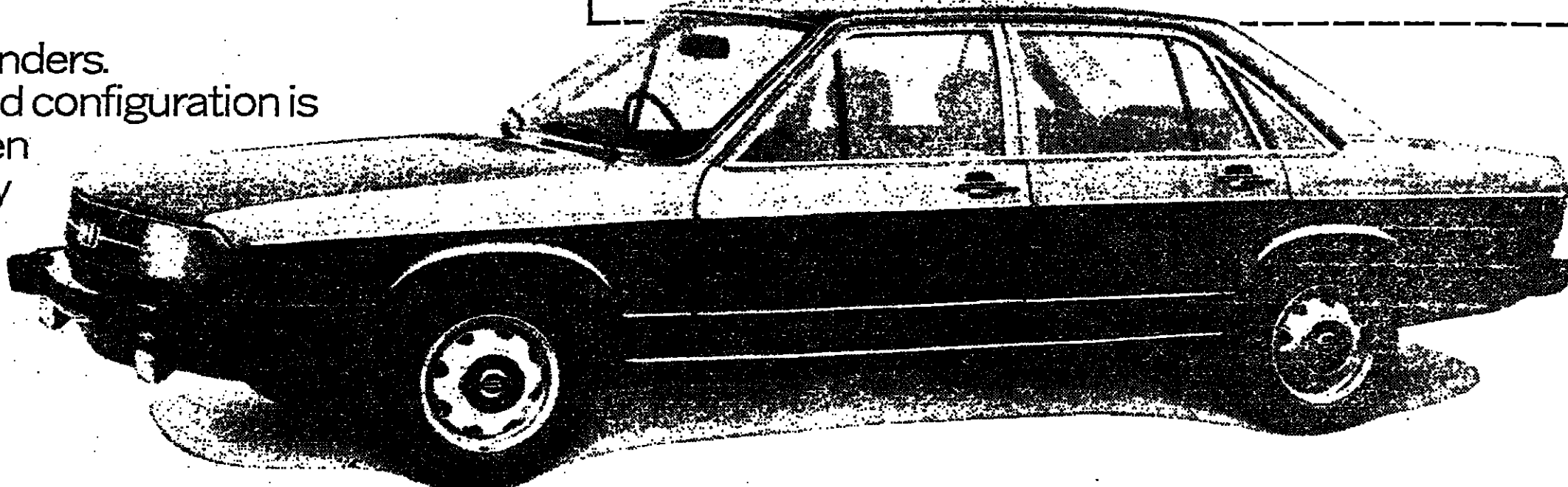
Please send me details on buying or leasing an Audi 100.

Name _____ Position _____

Company _____

Address _____

Cut out and send to Audi Marketing Department, Volkswagen (GB) Ltd, Volkswagen House, Yeomans Drive, Blakelands, Milton Keynes MK14 5AN.



HOME NEWS

BL likely to regain lead in UK market

BY ARTHUR SMITH, MIDLANDS CORRESPONDENT

UK MOTORS' share of the car market is likely to fall below 6 per cent this month in the wake of the damaging nine-week strike.

Estimates within the industry for sales in the first 28 days, suggest that BL Cars has become a clear market leader with a 30 per cent share. Ford gained only 5.8 per cent. Both Chrysler and Vauxhall have a lostoken advantage of the Ford position, pushing sales to beyond the 10 per cent mark.

Imports are slightly higher than last month, at just over 52 per cent. Total UK registrations, at little more than 90,000, are very similar to October last year, which suggests the absence of Ford models has taken some of the impetus out of a buoyant market.

Ford said last night that it could not hope to move back towards its normal 25 per cent

market share until the New Year.

Total stocks within the dealer network had fallen to only 1,500 just before the end of the strike last week. Production would take some time to build up to normal levels, and plants were due to shut for the Christmas break from December 20 to January 2.

About 15,000 imported Ford vehicles, bottled up at ports because of sympathetic action by dockers, are now being released. Ford cannot make up the shortfall by a rapid increase in imports, though Canada and Capri models are imported, and Escort and Cortina which are the high sale cars, are supplied from the UK.

It will take some time for the distortions introduced by the Ford dispute to work through, but December is traditionally a slow month for cars. Manufacturers will clearly have their eyes on the New Year market.

The performance by BL should help to raise morale within the State-owned company. Particularly encouraging is the performance of the Rover saloons, which are expected to gain a 2.5 per cent share of the market this month. This would put Rover among the top 10 best selling UK models, a notable achievement for a high-cost prestige car.

Datsun has appointed Malcolm West Plant Hire, a Hull-based subsidiary of Allied Plant Group, as its first UK distributor of forklift trucks. A demonstration model was displayed yesterday at the opening of the group's new depot at Immingham, Humberside.

A further 20 trucks are on their way from Japan, mostly of 4,000 lb, 5,000 lb and 6,000 lb capacity with diesel engines and automatic transmission, but including some smaller battery operated machines.

Cash threat over foreign students

BY MICHAEL DIXON, EDUCATION CORRESPONDENT

UNIVERSITIES are being threatened with a cut in their finances if they do not restrict the admission of overseas students in line with Government policy.

The universities, which account for 42 per cent of the 80,000-plus foreign students in State further education, have been resisting Government pressure to help reduce the total to 67,000 by 1980-81.

They have now been told by the University Grants Committee that unless cuts are made in overseas admissions whose costs are about 55 per cent subsidised by UK taxpayers—there could be "a serious long-term effect on the total money available to universities."

Although some of the autonomous institutions have seemed willing to show restraint, the trend has been for more and more foreign students to come in. One reason may be the universities' keenness to fill all places, some of which, especially on the science side, would otherwise be left empty because of

the failure of home demand to grow in line with Government predictions.

The financial threat, which clearly has the support of Mrs. Shirley Williams, Secretary of Education and Science, will be resisted by university staff as an invasion of their academic freedom.

It will also be loudly opposed by the National Union of Students, which maintains that any reduction in overseas admissions will mean a loss of educational opportunity to deprived youngsters in poor countries.

On the other hand, a check by the British Council in 1976-77 showed that of the total overseas students in State-subsidised further education, 14.4 per cent came from Malaysia, 11.1 per cent from Iran, 6.7 per cent from Nigeria, 5 per cent from Hong Kong, and 4.2 per cent from the U.S.

In addition, it is believed in official quarters that, even where foreign students do come from poor countries, they tend to be from those countries' richest families.

British Rail takes over Manx Line company

BRITISH RAIL has acquired control of James Fisher and Sons (Isle of Man), owners of the Manx Line. The Douglas-Heysam ferry service will now be operated as a joint venture.

The company is to change its name to Manx Line Holdings, which will be a subsidiary of British Rail. The Stock Ex-

change has been notified about the change of control, the company said yesterday.

British Rail would not disclose the figure involved in the transaction, but said the board had acquired a 50 per cent interest. The joint venture would provide expertise to strengthen the resources of the Manx Line.

ALAN PIKE REPORTS ON THE DISAPPEARANCE OF A BRITISH INSTITUTION

Time runs out for The Times

THIS MORNING'S edition of The Times is likely to be the last for an indefinite period which could possibly run into months.

The last edition of its sister paper, the Sunday Times, has already been published and the three Times supplements will also disappear from the bookshelves.

Newspapers are such a special product that much recent comment has naturally been concerned with the disappearance from sale of an institution in British life.

In more basic industrial terms, however, it would be equally remarkable for a big employer in any sector of industry to announce the closure of his operation until he reached agreement with unions on future working arrangements.

On April 28, Mr. "Duke" Hussey, chief executive and managing director of Times Newspapers, wrote a long letter to print union general secretaries condemning the "crippling" effect which unofficial industrial disputes were having on production of the company's publications.

In the first quarter of 1978, 7.7m copies — 20 per cent of total output — had been lost, said Mr. Hussey.

The position has not improved since the letter was written and total issues of the Times alone this year run at about 4m copies, with the higher-circulation Sunday Times suffering more than double that total.

Proposals

Mr. Hussey's letter outlined a series of proposals on which the company was demanding agreement in an effort to assure the "absolute continuity of production."

Among the management's demands was a new "fast-acting" and effective dispute procedure, the lifting of arbitrary restrictions, an end to unofficial industrial action and a general wage restructuring "based on new technology and systems and on efficient manning levels in all departments." All negotiations, said the company, must be completed by November 30.

"Finally, therefore, I have to tell you that it is the firm decision of the board of Times Newspapers that, if it is not possible to negotiate a joint paper, the Sunday Times, and its three Times supplements, will be suspended. Suspension will last until we are wholly satisfied that publication can be re-started on a basis of reasonable staffing, efficient working, and uninterrupted production."

Uninterrupted production did not result and Mr. Hussey repeated the warning that a letter sent to all 4,250 staff in July. From the moment that Mr. Hussey sent his initial letter, there began a period of intense speculation about whether the company would actually go ahead with the threatened suspension.

Some speculated that it would not, and even this week they were waiting for a last moment intervention from the Prime Minister or the TUC which might win a reprieve.

One man who says he has never been in any doubt that the suspension of publication was seriously meant and would take effect is Mr. Joe Wade, general secretary of the National Graphical Association, the lead-

ing craft union in the printing industry.

Two months after Times Newspapers had sent its ultimatum to the unions, Mr. Wade was in the Isle of Man for the NGA conference.

Both inside and outside the conference, Mr. Wade, who feels most vulnerable in the face of technological changes like those Times Newspapers wants to introduce, made it clear that he would not surrender their control over the composing process to other staff.

New computer-based technology abolishes the need for NGA work as carried out in conventional composing rooms. Some newspapers have converted to new technology with NGA members retaining exclusive control of the "key" struck—the input of editorial and advertising material to the computer-based composing system.

Times Newspapers says, however, that its need to ensure eventual input by journalists and advertising staff as well.

Although Times Newspapers has given a clear undertaking that the transfer to new technology will be achieved without compulsory redundancy, the NGA is determined that its control over inputting is a principle on which

it will never surrender.

The union fears that once conceded, the principle will soon spread elsewhere in the newspaper industry and its members' already vulnerable position will become hopeless.

Print union leaders repeatedly stress that they are not opposed to new technology as such—"We are not Luddites" is a frequent quotation—provided they are satisfied with the nature of the technology.

But when Mr. Wade says that the NGA will "fight to the bitter end" on the keystroke issue he does so as a thinking man aware of the possible implications of his words.

In these circumstances the NGA decided earlier this month that it would not negotiate with Times Newspapers under threat of suspended production. The union's leaders have made it clear that, even if a formula for resuming talks is eventually found, they will not move from their position on new technology.

Stalemate is thus the only word to describe the aspect of the proposed Times Newspapers reforms which contain the greatest implications for the rest of the industry.

By comparison, the company

has made greater progress in other areas. As the November 30 deadline drew near print union general secretaries, minus Mr. Wade, met management and agreed to accept its new disputes procedure. It is now being considered by union executives and then has to go for approval to branches and chapels (office union sections).

If the procedure is agreed at all levels and can be made to work, union leaders like Mr. Owen O'Brien, general secretary of the National Society of Operative Printers, Graphical and Media Personnel, agree with Times Newspapers that it should offer the company the continuity of production which it is seeking.

While negotiations on these wide issues have been in progress with national union leaders the company has been engaged in complementary talks with each section of its staff seeking new agreements on wages and conditions in individual chapels.

Only two such agreements have yet been reached, one with circulation representatives and the other with Sunday Times journalists. Agreement is apparently in prospect with some other groups and the company hopes that these will continue after the suspension of publication.

Incidentally, however, the suspension will sour such goodwill as exists. The NATSOPA executive, for instance, is meeting on Monday to decide whether it should continue talking to the company if publication is stopped.

Notice to staff will depend upon their terms of employment—four months for journalists and between a fortnight and three months for other staff—but individuals of chapels accepting the management's new terms will not receive notice of dismissal.

Mr. Harold Walker, Minister of State at the Department of Employment, warned in the Commons that the suspension would lead to some "very difficult legal problems" in such areas as redundancy pay.

The question to which no one has accepted to give a direct answer is how, if the suspension takes place and the NGA does indeed fight to the bitter end, production of Times Newspapers is likely to resume.



RELAXED AND smiling, former U.S. president Richard Nixon flew into London yesterday to address the Oxford Union. It is Mr. Nixon's first trip to Britain since the Watergate scandal drove him from office four years ago.

Mr. Nixon, who is to talk on foreign affairs today, was met at the airport by Mr. Kingman Brewster, U.S. ambassador, although officials insisted that his visit was private. The former President was also greeted at the airport by Col. Gordon Maxwell of the Foreign Office and Mr. Jonathan Aitken, Tory MP for Thanet East, representing the Speaker.

Mr. Nixon flew to London after facing a three-hour questioning by French television viewers during the phone-in. He faced many questions about Watergate, occasionally becoming emotional.

But he said that if there had been no Watergate scandal the Communists might not have taken over in South Vietnam. Congress would have passed his energy programme and doubts would not have been raised over the U.S. Middle East policy in 1973.

Mr. Nixon has spent much of the last four years writing his memoirs on his San Clemente estate. His only previous foreign trip since he left office was to China as a guest of Chairman Mao in 1976.

The Foreign Office said yesterday there were no plans for Mr. Nixon to meet anyone in the Government during his visit but it is known that he would like to renew his acquaintance with Mr. James Callaghan, the Prime Minister, whom he last met at the White House before Watergate. He has also said he would like to pay an informal visit to Mr. Harold Macmillan, the former Tory Prime Minister, before leaving on Friday.

New regulations protect insurance buyers

BY ERIC SHORT

PEOPLE WHO sign certain life assurance contracts will in future have the right to cancel the contract.

These notices have been made by the Insurance Companies (Notice of Long-Term Policy) Regulations 1978 (SI 1978 No. 1304) SO price 32p net.

Under these regulations, which come into force on January 1, 1980, life companies and other long-term insurers, will have to send customers, at the time of buying a policy, a notice which will remind them of their obligations and advising them of the 10-day "cooling off" period. Dur-

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Thames to make series on China

BY LISA WOOD

THAMES TELEVISION, after three years of negotiations, is to make a six-part documentary series on China. It is expected to cost £15m, and researchers and film units will start work early next year.

The deal, agreed in Peking by Mr. Howard Thomas, chairman of Thames, and Tan Chen-Lin, vice-chairman of the standing committee of the National People's Congress, might lead also to Thames programmes being sold to China.

The Thames series will probably be broadcast in 1981 and include a programme on Chinese medical treatment.

Mr. Thomas showed the Chinese a portfolio of Thames productions, including documentaries, educational series and music programmes. The Chinese have asked to see more, including comedies, shows and light entertainment.

The company hopes that their interest might pave the way for sales to China. Mr. Thomas said: "Thames is the first TV company to visit China and I hope that our programmes will be the first British production seen by the Chinese television audience."

The Chinese Embassy in London, asked about possible television audiences in the republic, said: "About 150 million people."

An invitation from Mr. Thomas for Chinese technicians to visit Britain to study Thames production and engineering departments was readily accepted by the Central Broadcasting Administration, which is keen to improve its own technology.

During the five-man Thames visit to Peking, Mr. Tan said that television in China was still very backward. China hoped to learn much from Britain.

Consumer groups seek legislation

By David Churchill, Consumer Affairs Correspondent

ATTEMPTS BY manufacturers to discourage retailers from selling rival products should be prevented by legislation, say consumer organisations in a joint statement yesterday.

The bodies—the Consumers' Association, the National Consumer Council, and the National Federation of Consumer Groups—were commenting on the Government's Green Paper on monopolies and mergers policy, published earlier this year.

The groups welcome the Green Paper's conclusion that consideration should be given to dealing with "certain uncompetitive practices outside the scope of monopoly policy." These include restrictions on the sale of competitors' goods, trying the sales of one product in the shop of another, and forcing dealers to carry a full range of a particular manufacturer's products.

"Many uncompetitive practices of this type are clearly against public and consumer interest, and we believe they should be regulated by law, rather than be identified and outlawed in each case where they occur," says the statement.

They also make a case for enabling people, harmed by uncompetitive practices, to sue more easily for compensation. And they call for legislation to enable consumer organisations to take civil actions in courts on behalf of people who have suffered a loss.

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They also make a case for enabling people, harmed by uncompetitive practices, to sue more easily for compensation. And they call for legislation to enable consumer organisations to take civil actions in courts on behalf of people who have suffered a loss.

Lloyd's urges members to back new building

BY JOHN BRENNAN, PROPERTY CORRESPONDENT

MEMBERS OF Lloyd's of London trading floor, which is designed to be expanded from 100,000 sq ft to 150,000 sq ft as an additional insurance market's Lime Street capacity, is needed.

The rest of the 500,000-sq-ft building would be used for offices and a new trading floor. Lloyd's is moving the bulk of its administrative staff to new offices in Chatham, a substantial part of the scheme, which involves demolishing the market's former trading floor on the east side of Lime Street and the building of a new 500,000 sq ft office and trading floor, which would also be available to let.

The committee has told members that it would take at least £15m to carry out a limited redevelopment of the 1923 building and that even after the work the building would have only a limited life.

The committee also argues that a limited scheme would not be ideal as, "serious disruption of the market could not be avoided as a result of the building being carried out in two buildings."

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Minister hints at help for mergers

FINANCIAL TIMES REPORTER

GOVERNMENT encouragement for certain types of company mergers and a broadening of the role now performed by the Price Commission, have been hinted at by Mr. Roy Hattersley, Secretary for Prices and Consumer Protection.

The glimpse of possible future Government policy came when Mr. Hattersley defended State intervention in the economy at a conference of the Marketing Society's annual conference in London yesterday.

He said the time had arrived when the Government should look at each proposed company merger on its merits and in some cases it should actively seek to bring about mergers.

"It is right for Government to make the judgment whether the merger is right and proper. When it is right the Government must encourage, or even promote it," he said.

Those pressures could be created by the Price Commission acting as a surrogate for market forces, and pursuing a more vigorous policy of consumer protection. Given such a partnership between government and private enterprise, competition would flourish, Mr. Hattersley said.

An analysis of Tesco's success in substantial improving sales, profits and its market share in

the past year was given by the company's managing director, Mr. Ian MacLaurin in another speech to the conference.

Mr. MacLaurin said Tesco had decided to drop trading stamps from its stores as well as building new supermarkets within town centres following a study of the future for retailing and consumer spending in the UK.

He said the real end of the market was probably the most sensitive indicator of the state of the economy and the "revolution in affluence" in post-war Britain had transformed the entire pattern of retailing. "As disposable income has risen, however, the consumer has not only become more discriminating, she has also switched priorities."

Mr. MacLaurin said it was Tesco's realisation that consumers were moving upmarket in tastes that had prompted the company to move both its image and products up-market as well.

He said: "Unless we had recognised the implications of the continuing shift in consumer spending habits—that the move up-market was no vague trend—and unless we had recognised that we were trading with an increasingly sophisticated and well-informed public, we would have been trapped in a kind of retail dead-end."

Fraud squad 'needs more help from accountants'

BY ANDREW TAYLOR

ACCOUNTANTS SHOULD be called in much more regularly to assist police investigations into complex and sophisticated company frauds, a former head of the City Fraud Squad said yesterday.

Mr. Tom Edwards, a former commander who retired from the police force at the beginning of this year, told auditors and accountants at a conference on corporate fraud that he would like to see a pool of top accountants available to assist fraud squad inquiries.

He said it would be in the best interests of accountants who were concerned to protect the image of their profession, to provide such a service.

The profession's expertise would be particularly valuable in unravelling some of the more complex examples of company fraud, Mr. Edwards said he hoped accountants might provide their services at competitive rates.

He did not think it practicable for accountants to be permanently employed by the police force as finger-print experts. Investigation of fraud should be left to the police as experts.

Auditors could also play a valuable role in detecting frauds. "The last line of defence is the auditor. Adherence to auditing principles is not enough; the auditor also needs to be a detective to overcome the clever fraudsman. There is a tendency for auditors to accept the treatment given to a particular aspect of a business in previous years, as being acceptable," he said.

Mr. Edwards added that he was concerned about the jury

British Aluminium to aid land speed bid

By John Griffiths

BRITISH ALUMINIUM, a member of the TI Group, is joining British Aerospace, British Airways and a number of other UK companies in the first major attempt to bring back to Britain the world land speed record it lost to the U.S. 17 years ago.

Its support, comprising both substantial financial aid and the supply of materials and skills, was announced at TI Reynolds' Birmingham factory yesterday at the unveiling of the completed, 25 ft long frame of the vehicle.

Mr. Richard Noble, a London businessman, will drive the car in the attempt to beat the 622.407 mph record late next year. The total value of the British Aluminium support was not disclosed.

The car, christened Thrust 2, is to be displayed at the performance car show in London, which starts on December 9. It will then have its engine and bodywork fitted at work-shops on the Isle of Wight early in the New Year. The 5m car is the second of a three-car programme and is designed to reach 650 mph.

The third, destined for completion in 1982, is planned to take Noble, a manager with GKN Mills Building Services, through the sound barrier to 830 mph.

Microcomputers 'creating jobs'

BY MAX WILKINSON

FEARS THAT microcomputers will put office workers out of their jobs were dismissed by a Government expert yesterday.

Mr. Cecil Marks, director of Systems Training at the Civil Service College, said that information in the office had increased employment. He expected the trend to continue.

In an article in the *Journal of Management Services in Government* he said: "The major question is whether the widespread introduction of micros in offices will result in unemployment—particularly for instance, their use in word processing."

"I can only speak as an individual, but I certainly do not believe that they will have this effect."

"The use of office machines starting with the typewriter and telephone in the late 19th century, going on to calculating and copying machines in the early 20th century, and electronic computers since the 1950s, has led, so far as I am aware, to increased employment, simply because so much more office work has become necessary."

Mr. Marks did not believe that if jobs still had to be written out by hand, even more jobs would be available.

"I think that the more probable consequence would have been that the work simply could not, and would not, have been done. It has asked a working party for an interim report on the roles and relationships of the organisations concerned to be presented next April."

Library council seeks inquiry

THE LIBRARY Advisory Council for England has appealed to Mrs. Shirley Williams, Education Secretary, for an urgent inquiry into the relationship between the Department of Education and Science and national, public, university and other libraries and library advisory councils.

It has asked a working party for an interim report on the roles and relationships of the organisations concerned to be presented next April.

Safety tests for gas containers

BY JAMES McDONALD

EXPERIMENTS to test the soundness of liquid petroleum gas containers are among the first being undertaken at the Health and Safety Executive's recently-built test centre at Buxton. Its annual report said yesterday.

The report stressed that hazardous materials are being used increasingly in industry, and the consequences of even minor leaks could be far-reaching.

Other research described concerned substances that might be released into the atmosphere from clouds heavier than air, and efforts to reduce the risk of operators becoming trapped in manufacturing machinery.

Last year, the executive spent £8.5m on research, testing and

scientific support services compared with about £9m in 1976, according to the report. "A significant number of projects" were being carried out on a shared-cost basis with industrial organisations, government departments and academic institutions.

"Health and Safety Research, 1977," SO, £2.50.

Drop nuclear programme, research group urges

BY JOHN LLOYD

A CALL for the disbanding of the Atomic Energy Authority, and the abandonment of the current nuclear programme, was made yesterday by Counter Information Services, a research organisation.

The call comes in a report, *The Nuclear Disaster*, which claims: "That the cost of electricity produced by nuclear power stations is higher than that produced by coal-fired or oil-fired stations—and not less, as the General Electricity Generating Board claims."

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The nuclear establishment is concerned only with the image of safety—not the substance. The original Magnox reactors are inadequate and would have to be re-designed to meet present safety standards. The re-processing industry is equally dangerous.

The greater use of nuclear power will not increase jobs, as claimed, but will decrease them.

The real reason for the commitment of the CEB to nuclear power—whatever its true economics—is "the spectre of the miners throttling the power stations' fuel supply."

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Technical Page

EDITED BY ARTHUR BENNETT AND TED SCHMIDT

TRANSPORT

Efficient liquid gas engine

USE OF liquefied petroleum gas (LPG) as a fuel for engines has been partly limited by the relative inefficiency of existing gas carburettors which result in low power output and higher fuel consumption compared to petrol. A system developed by New Energy International which used facilities made available by Lonsdale College, Derby, has shown substantial improvements.

DATA PROCESSING

Quick systems delivery

APART FROM its underlying policy of marketing British (wherever possible) Computer Marketing likes to maintain its planned image of being a supplier of tailor-made, off-the-shelf computers, specifically to users' requirements.

George MacFarlane, the 30-year-old managing director of the company, went into the computer industry straight from school and, less than four years ago, formed this go-between agency for marketing products which were mainly the brainchildren of smaller British companies that were not at all familiar with marketing methods or techniques.

The company has now become one of the leading franchised distributors of Digital Equipment Systems and has just signed a £1.7m contract with DEC for its terminals and components, including nearly £1m worth of LSI-11 microcomputer boards and components.

It has just launched its Comma VCS, said to be a powerful yet cost-effective computer system, based on the LSI range of components from Digital Equipment.

This is a 16-bit machine available with either 4K, 8K, 16K, or 32K words of self refreshing RAM memory. A wide range of serial interface boards is available for communication with other local terminals or other computers via direct lines of (wherever possible) Computer Marketing likes to maintain its planned image of being a supplier of tailor-made, off-the-shelf computers, specifically to users' requirements.

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GRAPHICS

Calcomp to develop quickly

NOW THAT Calcomp has started to move what is possibly its most important product yet, the interactive graphics equipment (IGS 500) shown here, and has reported a profit, albeit a small one for 1977-78 after the previous year's loss, company strategy is becoming clearer.

Its management experts world sales of graphics equipment to amount to some £200m over the next three years. £15m of which will be in the UK. Company turnover in the past operating year was \$120m against \$118m and 37 per cent of it was in graphics products.

But Calcomp recently sold out its hard disc memory products side to Xerox, retaining its floppy disc capabilities, and since the 1978 figures contain 59 per cent for sale and lease of memory products, this is bound to have an effect.

In the long term, however, the \$25m Calcomp is gaining from this sale will consolidate its already extremely strong position in the world graphics market and at the same time, it will continue to market and use the Trident, Hunter and Markman discs. Design, production and marketing facilities for these were the subject of the sale.

The 500 uses the French-designed Solar minicomputer from SEMS, part of Thomson-CSF, which has ceded manufacturing rights for this excellent small machine to Calcomp.

The 500 also goes into the recently announced drum platter and the 1600 computer output on microfilm unit.

The company has obviously been planning to meet the anticipated market growth of around 150 per cent which will place a very considerable strain on its production capabilities and place one of its subsidiaries, SPL, for the development of applications software packages for the 500.

Calcomp's new House, The Rink, Bracknell, Berkshire RG12 1ER, Bracknell, RG12 1ER, Bracknell, RG12 1ER.

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ELECTRONICS

Pinpoints board faults

DEVELOPED by Zehnteil in the U.S. and offered in this country and Western Europe by BFI Electronics, the Troubleshooter 800 is claimed by the maker to be the most advanced, powerful and flexible 12-circuit test system for the contents of electronic printed circuit boards yet devised.

By using time varying stimuli of various kinds and a technique called Isodrive which electrically isolates the device under test, the machine can examine, for example, an integrated circuit independently of its function on the board.

In this way medium and large scale microcircuit devices, including microprocessors, memories, synchronous and asynchronous receiver/transmitters can be tested, in addition to small-scale ICs and all types of analogue circuits.

The 800 employs a signature analysis technique to generate stimuli and "learn" the unique output signature which sets acceptance criteria for the individual IC.

Program development is claimed to be simpler than usual because the components rather

than the function of the board are tested.

With the board itself mounted on the vacuum-actuated "bed of nails" fixture, the keyboard and VDU are employed together with a circuit probe to enter all the characteristics of the items on the board and their locations. A floppy disc test library is then called upon by the program generation software to develop automatically the test steps for specific analogue and digital components.

The test operator does little more than load each board on the fixture and press the start button. If the board fails, pre-empted out in clear and simple English. All failures, including user's hands, are non-toxic.

The company says that the new formulations give high load lubrication performance comparable to that available up to now from dark-coloured products.

One of the products, a bearing grease, is based on lithium soap has high load qualities, an operating temperature of minus 30 to plus 130 deg C and repels water. Although intended mainly for plain and ball/roller bearings under heavy loads it can also be used generally where cleanliness and lack of odour are desirable.

Available also is a white grease based on bentone for use in food processing plants, and an aerosol-applied product formulated for thin film lubrication of mating surfaces. The latter product, which can also resist high loads, will prevent galling, pick-up and wear during start-up and running in of machines, and will eliminate seizure of close-fitting metal parts.

Recol is at Swillington, Leeds, LS28 5RS (0532 862261).

More from H. V. Skan, 425 Stratford Road, Shirley, Solihull, West Midlands B39 4AE (021 744 6791).

They are for fluorescent lamps (91).

LIGHTING

Fluorescent starters

STARTERS FOR fluorescent lamps used in areas without a service line—such as in caravans, houseboats, yachts, fishing vessels, motor vehicles, or dwellings where the grid system does not apply, have been developed by Carvin Driebergen BV of Holland.

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from 8 watts up to 65 watts on 12v or 24v low tension/direct current, and also on 110v and 220v main supply/alternating current.

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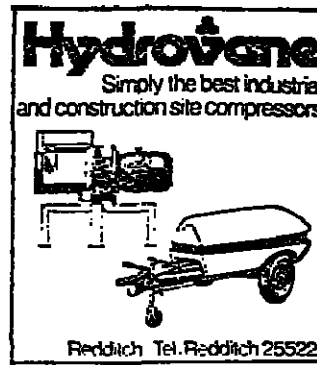
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MATERIALS

Cleaner lubricant

ROCOL is offering a number of white lubricant greases which are clean to handle, leaving no residue on either machinery or user's hands, and are non-toxic.

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One of the products, a bearing grease, is based on lithium soap has high load qualities, an operating temperature of minus 30 to plus 130 deg C and repels water. Although intended mainly for plain and ball/roller bearings under heavy loads it can also be used generally where cleanliness and lack of odour are desirable.

Class distinctions

BY MICHAEL DIXON

A CLEVER entry posted to challenge anyone coming across no man's land with "friend or foe", would soon work out his best bet for staying alive. It is to shout the challenge, then regardless of the answer, shout to kill.

A comparable problem faces business decision-makers who are effectively in defensive positions. By this I mean that their career prospects will gain from a right decision far less than they will lose from a mistake.

Prominent among these entry kinds of manager are those responsible for recruitment. Unlike their military counterpart, they cannot guarantee their safety by rejecting everybody, of course. But they can and do buttress their defence by setting up external criteria which applicants must fulfil before they can have a chance of being appointed.

These criteria may well have little relevance to the job in question, and so in no way improve the odds on making a correct decision. That, however, is not the purpose of external conditions. Their purpose is to provide the recruiter with a plausible excuse if the appointment should happen to be wrong. Which perhaps explains why the per-sonnel trade is relying more and more on educational certificates as a prime determinant of who shall

and who shall not be given the chance of a job. Unfortunately, although this use of irrelevant criteria raises the recruiters' prospects of surviving their personal battles it does not help their employing organisations to win their wars. And from the viewpoint of the people so inappropriately turned away from the starting gate, the defensive device is iniquitous. Which in turn explains why both of this week's Jobs Columns have set out to demonstrate that, in most instances, educational stipulations such as "at least five Ordinary-level pass grades," or "an honours degree" simply cannot be relevant to jobs.

Generosity

On Tuesday we saw that, according to the General Certificate of Education examiners' own criteria for grading academic ability, O-level pass grades do not necessarily represent anything constant either from year to year, or between different subjects. And since "universities" further studies are mainly founded on their O-levels, it seems likely that the difference of difficulty between subjects persist through the further stages, even to degree level. But apart from that, there are evidently wide variations in generosity among the policies which different universities as a whole adopt when

awarding honours-degree classes in their bachelor-level graduates.

The adjacent table, compiled from still unpublished figures, shows how the various honours classes were distributed by the 45 UK university institutions in 1976. The percentages are cumulative from left to right, and the institutions are ranked in increasing order of generosity according to the share of their bachelor-level output awarded a lower-second class or better.

The parsimony of the first eight arises from their use of the Scottish system in which a large share of students take only a three-year ordinary degree instead of completing a fourth for honours.

Even so, the figures leave little doubt that despite the appointment of "external examiners," awards of firsts or other classes cannot rightly be viewed as national standards.

Why, for instance, is Keele the easiest university to get into, does it grant honours even more generously than does Cambridge, the hardest to get into? And why do only 11.4 per cent get firsts at Oxford when 18.9 per cent do so at Cambridge, especially since 10 years previously the corresponding figures were merely 8.2 per cent at Oxford and 8.4 per cent at Cambridge.

Could it be that the devaluing effect of inflation has not been confined to sterling?

The Honours Degree Stakes

	Number of graduates	First class	Upper second or better	Undivided second or better	Lower second or better	(Lower second or better 1975)	Honours degree of same kind
Glasgow	1,849	3.6	15.7	21.0	34.1	(34.1)	37.6
Strathclyde	1,359	4.8	20.3	29.3	39.7	(41.5)	46.3
Stirling	468	3.2	18.8	18.6	41.9	(37.1)	44.9
Edinburgh	2,997	5.7	17.2	32.4	42.6	(44.8)	44.8
Aberdeen	1,133	4.2	22.2	22.2	42.7	(41.3)	44.5
Dundee	498	4.2	22.3	22.3	44.2	(42.8)	48.2
Heriot-Watt	572	5.1	15.0	35.0	53.0	(54.4)	64.2
Queen's Belfast	1,095	3.7	25.1	25.5	53.2	(51.2)	61.8
Salford	846	5.8	28.3	28.4	63.6	(62.6)	67.2
London	6,859	8.0	33.5	33.5	64.0	(63.6)	77.2
St. Andrews	684	10.2	29.1	46.1	64.3	(63.4)	68.7
Newcastle	1,654	5.1	32.3	32.3	68.0	(63.0)	78.3
Manchester	1,402	4.1	25.3	25.9	69.0	(66.7)	78.2
University of Manchester	2,350	4.3	33.4	33.4	69.8	(69.5)	79.6
Institute of Science and Technology	672	10.4	34.5	36.5	70.2	(56.3)	82.4
Brunel	413	7.5	35.1	35.1	70.2	(68.8)	90.1
Asson in Birmingham	830	5.5	31.4	31.4	72.2	(70.5)	85.4
Birmingham	1,594	9.5	34.8	34.8	73.5	(75.1)	81.5
Surrey	1,739	11.6	37.5	37.5	73.7	(63.9)	87.2
Bradford	537	7.6	38.2	38.2	73.9	(75.1)	91.1
City of London	740	5.9	37.6	37.6	74.3	(73.7)	85.3
Bristol	450	8.2	32.0	32.0	74.4	(68.3)	91.8
Durham	1,487	4.4	39.2	39.2	74.5	(74.1)	83.9
Oxford	1,024	4.4	37.0	37.0	74.7	(74.5)	85.2
Sheffield	2,742	11.4	11.4	74.7	76.1	(81.3)	96.0
Loughborough	1,579	5.9	36.4	36.4	76.4	(78.6)	86.6
Hull	749	7.9	32.1	32.1	77.2	(71.4)	91.4
University of Wales	985	2.7	31.5	31.5	78.6	(80.2)	91.9
Sussex	3,693	4.3	33.8	33.8	79.8	(78.4)	91.6
Nottingham	884	7.4	44.1	44.1	80.8	(83.1)	94.7
Kent	1,443	6.2	41.8	41.8	82.1	(79.8)	89.5
Bath	674	4.0	32.2	32.2	82.6	(79.5)	95.7
Southampton	679	7.5	39.4	39.4	83.4	(79.9)	92.3
Leicester	1,105	5.4	37.4	37.4	84.5	(85.5)	97.6
Exeter	838	4.4	38.9	38.9	84.6	(80.5)	95.6
Lancaster	910	5.1	38.8	38.8	84.7	(85.0)	94.4
University of Ulster	744	3.9	38.7	38.7	84.9	(81.7)	97.0
Warwick	346	2.9	35.3	35.3	85.0	(84.0)	94.2
Reading	778	4.8	37.1	37.1	85.0	(79.7)	95.2
Essex	887	3.9	36.8	36.8	85.6	(86.5)	97.4
Keele	1,077	3.8	38.7	38.7	85.8	(84.0)	96.8
York	516	4.1	41.9	41.9	85.9	(79.7)	97.7
Cardiff	426	3.1	37.3	37.3	86.9	(86.7)	98.6
Cambridge	684	5.1	45.2	45.2	88.0	(87.4)	98.0
Total	2,877	18.9	57.0	64.5	92.7	(92.3)	98.0
Men	57,049	6.7	32.7	37.3	70.7	(69.8)	81.1
Women	36,877	7.8	32.1	37.7	68.6	(68.0)	80.8
	20,172	4.7	33.7	36.7	74.4	(73.1)	81.7

accountancy personnel

LEASING MANAGEMENT

EC2 To £9,000

Small transportation leasing co. seeks a young ACA wishing to join growth industry; involvement in marketing, long-term strategy and daily financial controls.

INTERNATIONAL INVESTMENT

U.S. Bank £8,000 +

Long term career expansion opportunity for Economics graduate/accountant (24-30); in-depth analysis and appraisal of U.K. and European equity investments, involvement in policy formulation.

CHIEF ACCOUNTANT

City To £8,000 + Benefits

Rapidly developing unit trusts subsidiary of well known accepting house offers control of all accounting and financial operations to young qualified accountant reporting to Board.

ACA FOR BANKING

c. £7,500 + Benefits

Major U.S. bank will offer European travel (50%) and exposure to sophisticated reporting techniques to young single C.A. wishing to expand his/her audit/investigatory potential.

CHARTERED ACCOUNTANT

City To £8,000

International investment holding company urgently seeks ambitious corporate accountant (c. 30) to prepare banking and group accounting information at Board level.

Non-contributory pension; 5 weeks holiday; bonus scheme.

Please telephone or write immediately to: Accountancy Personnel Services, Appointments, 41-42 London Wall, EC2M 5TB. Tel: 01-588 5105

Merrill Lynch International Bank

Due to rapid expansion of our international financing activities, we are seeking to appoint one or more ASSOCIATE DIRECTOR or MANAGER level Business Development officers.

Successful candidates will be part of a team responsible for major international bank financings in various world capital markets and for marketing a full range of international financial services.

This is an opportunity to join a rapidly growing International Banking Group, with total group capital exceeding

U.S.\$700 million, to solicit, negotiate, structure and document major Eurocurrency financings. Although based in London, there will be considerable involvement with overseas clients requiring travel abroad. Applicants will ideally be in their early 30s and will have had at least five years' banking experience.

An attractive salary will be commensurate with experience and will be supplemented by a substantial range of fringe benefits.

Applications in confidence to: James L. Hildebrand, Executive Director, Merrill Lynch International Bank Limited, Merrill Lynch House, 3 Newgate Street, London EC1A 7DA.

Merrill Lynch International Bank Limited

Group Managing Director

to £18,000

A group of engineering companies based in and around Cardiff wishes to appoint a Managing Director. His prime task will be to provide effective leadership for the unit MD's with the aim of rapidly improving profitability in the individual subsidiaries. Thereafter from a sounder base he/she will plan a development strategy for the business as a whole. To this end it will be necessary to introduce tighter financial and marketing disciplines. Candidates, preferably in their late forties or early fifties, should have general management experience gained in an engineering environment. Their early background should be financial or marketing

and they should have experience of managing a group of subsidiary companies or diversified divisions. Salary is negotiable between £15,000 and £18,000 plus car and other benefits.

PA Personnel Services Ref: GM34 6663 FT Initial interviews are conducted by PA Consultants. No details are divulged to clients without prior permission. Please send brief career details or write for an application form, quoting the reference number on both your letter and envelope, and advise us if you have recently made any other applications to PA Personnel Services.

PA Personnel Services

Hyde Park House, 60a Knightsbridge, London SW1X 7LE. Tel: 01-235 0660 Telex: 27874



A member of PA International



STATES OF JERSEY DEPARTMENT OF POSTAL ADMINISTRATION

Applications are invited for the following Senior Management posts, being part of a team of three reporting to the Director of Postal Administration—

Controller of Sales and Marketing

Responsibilities include advising the Director of the Jersey Department of Postal Administration and the States of Jersey Postal Committee to facilitate decisions on sales and marketing policy and objectives; observing and interpreting sales trends relating to the Post Office, Mails and Philatelic businesses and initiating recommendations to maintain and improve profitability and reputation; controlling the operational aspects of computerised Philatelic Bureau services to provide for maximum efficiency; conducting research, marketing and publicity relating to all stamp issues, including the commissioning of stamp designers and participating in stamp exhibitions at home and overseas; controlling sales through the Department's own Philatelic Bureau and overseas Agents; and contracts and supplies relating to stamps and postal stationery. Current annual income of the Department exceeds £3 million.

Candidates should be experienced in a major sales and/or marketing field. Other advantages would be the possession of a recognised professional qualification, experience in computerised operations and in providing precise and pertinent management information and some knowledge of the postal business. The successful applicant, who is likely to be in the 30-45 age range, must have the ability to lead and motivate staff.

Controller of Finance and Accounts

Responsibilities include advising the Director of the Jersey Department of Postal Administration and the States of Jersey Postal Committee to facilitate decisions on financial policy and objectives; organisation and control of the Department's financial affairs; negotiating with British and Overseas Postal Administrations and Government Departments; evaluating postal tariffs and costs to ensure continuing profitability of mails and counter services; controlling the financial applications of computerised Philatelic Bureau services and maintaining commercial accounting routines consistent with the Jersey Public Finance Legislation. Current annual income of the Department exceeds £3 million.

Candidates should be fully qualified and experienced accountants who are familiar with computerised operations and the provision of accurate and apposite management information. Knowledge of the postal business, whilst not essential, would be of distinct advantage. The successful applicant, who is likely to be in the 30-45 age range, must have the ability to lead and motivate staff.

Salaries for both posts according to qualifications, experience and ability on scale £8,613-£9,756 per annum.

Full job descriptions, application forms and information about the Island are available from Personnel and Management Services, Curzon House, 59/61 Halkett Place, St. Helier, Jersey, Channel Islands. Telephone (0534) 75858, extension 22. Closing date for applications: 15th December, 1978.



ELECTRICAL/ELECTRONICS ANALYST

A leading London firm of international stockbrokers seeks an experienced electrical/electronics analyst to join its expanding United Kingdom research department. Candidates should ideally have 4 to 5 years' experience in the area and should be prepared to produce regular written material and to liaise with a large institutional clientele. The position offers considerable scope for the right candidate who should be flexible and self-motivating. A competitive salary will be offered. Please reply giving detailed CV plus present salary to Box A.6556, Financial Times, 10, Cannon Street, EC4P 4BY.

STRUCTURAL ENGINEERING—£12,000

THE CHALLENGE

To create direct and motivate a new Company to penetrate the Structural Steelwork field. The client is for the Company to hold substantial steel stock for the purpose of designing, supplying and erecting structural fabrications, both building and industrial, to client specifications. Structural steelwork, shop facilities, heavy transport and engineering support are available. Substantial funds have been allocated to sponsor this project.

THE CANDIDATE

The ideal candidate would already be in a position of seniority in a similar organisation, a self-motivated with in-depth experience of this market. The initial rewards are a salary of £12,000 plus, and the normal benefits expected for a position of this standing, including generous pension. The initial appointment will be on a probationary period of 6 months. A successful candidate will be offered a permanent position. Please write initially outlining details to:

HALL PLACE, SEAL SEVENDOKS, KENT.

CONTROLLER/TREASURER

West End c. £14,000

Responsible to the Managing Director the successful applicant will be recruited as a Personal Assistant with specific responsibility for financial control and international treasury. Supervising qualified staff in these areas, the appointee will additionally formulate corporate planning techniques, deal with international taxation matters and play a major role maintaining successful control of this rapidly expanding business.

A US subsidiary engaged predominantly in "big ticket" leasing, our client is undergoing substantial growth throughout Europe necessitating the development of more sophisticated management information techniques. Aged 30-40, applicants should be qualified accountants with international treasury and controllership experience ideally gained in a US subsidiary. Please telephone or write to David Hogg ACA quoting reference I/1747.

EMA Management Personnel Ltd.
Burne House, 88/89 High Holborn, London, WC1V 6LR
Telephone: 01-242 7773

Managing Director

Private housing c. £15,000

A successful private group involved in construction, property development and investment in South East England requires a Managing Director for its private housing subsidiary. He/she will be responsible to the group Board for the continued profitable expansion of the company to around 500 units annually from its present level of some 200. He/she will oversee all aspects of the activity including site finding, development, financial appraisal and sales. In this work he/she will liaise with group central services and outside professionals as necessary. Candidates in their thirties or forties, preferably with a professional qualification, should have general management experience of

housing development possibly gained in a large company at Regional Director level. They should be marketing oriented and highly profit conscious. Salary is negotiable around £15,000 plus car and other fringe benefits. Location: Hertfordshire.

PA Personnel Services Ref: GM34/6658/FT.

Initial interviews are conducted by PA Consultants. No details are divulged to clients without prior permission. Please send brief career details or write for an application form, quoting the reference number on both your letter and envelope, and advise us if you have recently made any other applications to PA Personnel Services.

PA Personnel Services

Hyde Park House, 60a Knightsbridge, London SW1X 7LE. Tel: 01-235 0660 Telex: 27874



A member of PA International

GROUP MANAGING DIRECTOR

The Lilleshall Group is steel orientated involving hot rolling of steel sections, steel stockholding and general engineering. It has a turnover of about £12m. and is an independent public company.

The Group Managing Director who will be responsible to the Main Board is required to take over from the present Chief Executive in June 1979. A proven record of achievement in the steel industry is essential and preference will be given to candidates with experience of running small to medium sized companies.

Apply in confidence to:

The Chairman,
The Lilleshall Company Limited,
St. George's, Telford, Salop TF2 9BQ.



THE LILLESBALL GROUP

مكتبة ليلسبال

CREDIT ANALYSTS

Credit Analysts with at least three years' experience are required by two major City Banks. A working knowledge of Loans Administration would be an advantage. Salaries will be commensurate with experience.

ACCOUNTS CLERKS

Vacancies in Management and Financial accounts in City Banks are currently available to experienced applicants. Ages 23-28 £5,000-£6,000 p.a.

EUROBOND DEALER

A Bond Dealer with settlements background is required by a City Securities firm. Salary negotiable

283 9958/9

LJC BANKING APPOINTMENTS

Media Relations Manager

c.£10,000
Putney,
SW London

This new appointment in our Corporate Headquarters is at the centre of a Company that in 1977 increased turnover by 45% to over £4.5m. Rapid and profitable growth, with more than half our business overseas, continues to keep it at the forefront of computer companies.

You will be responsible to the Head of Public Affairs for the management of the ICI Press Office, supported by both Chief and Assistant Media Officers.

The excitement and challenge of this role spring from the responsibility for maintaining the close relationships with the full range of UK media in the context of a rapidly changing high technology environment. Some of the exacting requirements of this job include as you would expect:

- Strategic thinking and the initiation of newsworthy material.
 - The ability to appreciate the implications of news and information in an international context.
 - Skill in gaining top management acceptance.
 - The initiative and professional ability to respond quickly to the needs of the media.
- This new post will attract the seasoned professional who can demonstrate considerable

achievement in PR or the media. An understanding of computers would be an advantage to the man or woman we appoint. Salary is negotiable around £10,000 plus eligibility for the 1978 Productivity Bonus, with appropriate large company benefits.

Please send full details, including salary progression, to Don Walker, Manager Recruitment and Deployment Services, International Computers Limited, 9, 99 Upper Richmond Road, Putney, London SW15 2TG, quoting reference FT1129.

International Computers

think computers - think ICL



Deputy Financial Controller

to £9500 + car

Cambridgeshire

Our clients, an expanding Public Group of Companies with major interests in the Distribution field, now wish to strengthen their financial team by appointing a Deputy Financial Controller.

The key role of the person appointed to this new post will be to manage the Group's major accounting centre. This includes responsibility for the major operating Division's accounting, consolidating the Group's financial and management accounts and cash control. Consolidation of Group budgets and business plans and liaising with Group advisers on taxation matters is also a main task.

Candidates, male or female, should be aged 28-35, professionally qualified (ACA, ACMA, ACCA) with proven technical and management ability in a medium to large size company using computer-based systems. Salary is negotiable to £9500 plus Company Car, BUPA and assistance with relocation expenses where necessary.

Please send your curriculum vitae in confidence to J. C. Cartwright at the address below, or telephone 01-437 2515 (24 hour live answering service) for a personal history form quoting reference number: 287.

Lunan

Management Selection Division

T.D.A. Lunan & Associates Ltd,
1 Old Burlington Street,
London W1X 1LA.

Treasury Accountant

Wiltshire

This position provides an opportunity for a young qualified accountant to widen his or her career experience within the Treasury function of a diverse multinational Group of companies. Burmah is an oil-based industrial enterprise incorporating Burmah-Castrol, Quinton Hazell, Haffords and a range of engineering and industrial companies as well as interests in North Sea oil and shipping.

The successful candidate will be a member of a small, professional team and will be responsible to the Group Cash Manager for the preparation of the Headquarters' Cash Flow Forecast and for installing and maintaining a computerised cash reporting system to monitor the use of Group cash resources. In addition, he or she will report on aspects of the Group's banking relationships, currency exposure and general corporate

c.£8000

performance in the area of money management. Although familiarity with Treasury work and financial policy and procedures in a multinational environment would be an advantage, the basic prerequisites of all applicants are that they should possess the ability to work under pressure and be of an intellectual calibre that enables them to contribute constructively to the effectiveness and development of the cash management function. Benefits in line with large company practice include assistance with relocation expenses where appropriate.

For an application form call David Freeston, Recruitment Manager, on Swindon (0793) 30151 Ext. 2482 or write to him at Burmah Oil Trading Limited, Burmah House, Pipers Way, Swindon, Wiltshire SN3 1RE.



FIXED-INCOME MANAGER

The First National Bank of Chicago is expanding its international investment management group, and is seeking an experienced portfolio manager for international bonds. The duties include developing fixed-income strategies, managing an existing pool of multi-currency bond portfolios, advising other investment management offices within the group, and coordinating security research. The fixed-income manager will work closely with the economic research staff in London, and the U.S. fixed-income group in Chicago. New business is being developed by a worldwide team of marketing representatives.

Candidates should have several years experience in managing bond portfolios, plus an ability to communicate effectively. Knowledge of modern portfolio theory would be helpful.

Salary will be commensurate with experience and talent. A good benefit programme is part of the compensation package.

Please send typed applications and career histories, in complete confidence, to Richard Carr at:

FIRST CHICAGO ASSET
MANAGEMENT CORPORATION,
P & O Building,
Leadenhall Street,
London EC3V 4QU.



FINANCIAL EXECUTIVE ECUADOR

We require a Business Graduate or Chartered Accountant aged 27-33 for our Group's varied operations in Ecuador. Some experience in industry or commerce is essential, and a knowledge of Spanish advantageous.

The job will require initiative and creativity in the area of financial analysis and planning. Reporting will be to the Managing Director, Ecuador. EDP facilities are available.

An attractive remuneration package is offered. Please reply, with details of education/experience, to:

The Managing Director,
Clyde Petroleum Limited,
78 St Vincent Street,
GLASGOW, G2 5TX.

A significant opportunity in life assurance marketing



Zurich Life Assurance Company Limited

Zurich Life requires a Marketing Manager to operate from its H.O. in Portsmouth. Reporting directly to the General Manager, the successful candidate, who may be male or female, will be responsible for all aspects of marketing, including advising on new product design, advertising and press and public relations.

However, a most vital element in the job is leading the sales operation through seven strategically sited branches staffed by Managers, Life Superintendents and Inspectors. A considerable amount of time will be spent away from base visiting these branches and their broker connections as Zurich Life is entirely broker orientated.

Applicants must be experienced in marketing functions and have the ability to lead and motivate successfully a field force from the front which infers substantial expertise in the life assurance and pension areas.

The Company is a rapidly expanding and successful organisation selling orthodox contracts, and in 1978 will set even more new records. It needs a seasoned life assurance professional in

the 30-40 age group who has acquired solid marketing know-how along the way - and only the best will do. Zurich Life operates under the Zurich Group umbrella whose world-wide life funds exceed £1,400 million and premium income is in excess of £260 million. Since this job requires a high degree of creative talent and proven success in the immediate past, the position carries a top salary plus associated benefits, which include assisted mortgage scheme, non-contributory pension and company car.

Please write giving full career history to: - Mr. F.R. Hall, General Manager, Zurich Life Assurance Company Limited, P.O. Box 20, Zurich House, Stanhope Road, Portsmouth PO1 1DU, marking envelope "Strictly Personal".



ZURICH LIFE

London, Birmingham,
Glasgow

C&L

£7,000 - £10,000+

Accounting Consultancy - a challenging environment

As one of the largest British - and international - firms of management consultants, we offer a fast moving and stimulating environment with the opportunity to work on challenging assignments for private and public sector clients in the U.K. and overseas.

The high standards demanded by clients and by colleagues from a range of disciplines will ensure that your technical, problem solving and communicative skills will develop rapidly. And depending on your longer term interests, management consultancy can offer a rewarding career in its own right or be a stepping stone to senior management positions in industry and commerce.

Our immediate need is for men and women, aged 28-35, who have a professional accounting qualification and can demonstrate a record of achievement in successful organisations, particularly in the field of profitability and development of management information systems.

With at least 3 years in commerce/industry, experience in developing and operating computer based systems is also desirable. Successful candidates will have the opportunity of working in multi-discipline teams both in the U.K. and overseas.

Competitive starting salaries will be negotiated individually. These career and salary progression will depend solely on performance. For those interested, there are opportunities for overseas assignments which carry premium salaries and generous living allowances.

Brief but comprehensive details of career and salary progression to date, which will be treated in confidence, should be sent to any of the offices below quoting reference CF2048 and including, if possible, a daytime telephone number at which you may be contacted.

Coopers & Lybrand Associates Limited,

Management Consultants,

Bob Bradford,
Lyndon House, 52 Hagley Road,
Edgbaston, Birmingham B16 8PN.

John Cameron,
Shelley House, Noble Street,
London EC2V 7DQ.

Clive Williams,
Highland House, Waterloo Street,
Glasgow G2 7DB.

COMMERCIAL
BANKING



ASIA-PACIFIC
AREA

BRANCH MANAGER

Our Bank has achieved considerable growth in recent years and continues to expand throughout Southeast and East Asia. We offer a challenging opportunity to join our forward-looking organisation at top level, as Manager of one of our key branches in the region.

The ideal candidate will be a seasoned all-round US or European-trained banker, already holding a responsible post with a well-established commercial bank. He will be interested in building a long-term career with an international bank well-connected with its shareholder group of seven leading European banks. Working experience in an international environment, preferably in Asia, is a prerequisite.

The position calls for an active Manager who will have overall responsibility for the direction and administration of the branch's operations. The ability to motivate people and to sustain the continued growth of the branch is imperative.

Remuneration will be negotiable and commensurate with the high standards and experience required. Fringe benefits are of top international standard.

Qualified applicants are invited to apply in confidence by sending a full curriculum vitae to:

The Chief Personnel Manager, European Asian Bank
Rathausstr. 7, D-2000 Hamburg 1/W. Germany, Tel.: 040/321441.

European Asian Bank

HAMBURG · BANGKOK · HONGKONG · JAKARTA · KARACHI · KUALA LUMPUR
MANILA · SEOUL · SINGAPORE

THE BANK OF TOKYO, LTD. LONDON OFFICE

As one of the leading international banks we are pleased to announce that, following continued expansion in business, we are now looking for an Assistant in our International Finance Centre in London. We consider that this post is ideal for a young graduate (male or female). Experience in the general banking field would be an advantage but not essential. It will involve assisting our International Officers in all aspects of international financing and is, therefore, considered suitable only for those with ambition and initiative. An attractive salary will be paid and there are excellent fringe benefits.

Please write and enclose a detailed curriculum vitae to:

Mr. B. R. Dawson,
THE BANK OF TOKYO LTD.,
20/24 Moorgate, London EC2R 6DH.

Jonathan Wren · Banking Appointments

The personal consultancy dealing exclusively with the banking profession

The following are among our more urgent current assignments:-

- LENDING OFFICERS (Middle East experience) to £15,000
- PROJECT FINANCE OFFICER (Engineering background) to £10,000
- FOREIGN EXCHANGE DEALERS (senior) £10-£14,000
- EUROBOND SETTLEMENTS (senior) £9-£10,000
- EUROBOND SETTLEMENTS CLERKS .. to £6,000
- CREDIT ANALYST c. £6,000
- LOAN ADMINISTRATORS to £6,000
- ACCOUNTS CLERK - SENIOR (Bank of England returns experience) .. c. £4,750
- STOCK EXCHANGE SECURITIES to £5,000
- DOCUMENTARY CREDITS c. £4,000
- F.X. ADMINISTRATION £3,500-£3,800

For further details, please contact:
NORMA GIVEN (Director) or DAVID GROVE.

170 Bishopsgate London EC2M 4EX 01-623 1266/7/8/9

BANKER SENIOR INTERNATIONAL LENDING MANAGER

35 - 45

c. £15,000

Our client, a major, well-established overseas bank, will shortly appoint a Senior Lending Executive to its European Division, located in London. His/her responsibilities will include:-

- ★ Implementation of lending strategy and policy
- ★ Control of corporate lending in all currencies
- ★ Development of new and existing corporate business

The ideal candidate will have had at least five years' recent experience in corporate banking, gained probably with a merchant bank or with another international bank. This experience should include syndicated eurocurrency lending, export financing using E.C.G.D. services and trade financing generally.

Apart from undertaking extensive managerial responsibilities, the person appointed will be expected to have the ability and drive to develop new business opportunities. A competitive salary will be negotiated, and the final package will include attractive fringe benefits.

Please apply:
Jock Courts
Chichester House
Chichester Rents
London WC2A 1EG
01-242 5775

**Career
plan**

FINANCIAL P. R. EXECUTIVE

Charles Barker Lyons is looking for an ambitious 25-year-old with some City or business experience.

The company is Europe's leading public relations consultancy. The successful candidate will join the Financial/Corporate Division which handles public relations for a wide range of City institutions and major international companies.

The job is exciting, the salary good and the prospects excellent. If you are interested ring or write to:

Jasper Archer
CHARLES BARKER LYONS LIMITED
20 Farringdon Street, London EC4A 4EA
Tel: 01-236 3011

EUROBOND DIRECTOR

Our client, a major American Broking and Corporate Finance House, will shortly appoint a director to head up their growing London based Eurobond operation. The successful candidate will have:

- ★ An established first-class reputation within the fixed income area.
- ★ The ability to lead and build a successful team.
- ★ An understanding of the international operation covering a number of markets and currencies.
- ★ The intellectual capacity to appreciate economic factors and to use them in his daily work.
- ★ The desire to build a business of the highest quality where integrity and energy will be equally essential to success.

The ideal candidate will probably be working in a senior capacity as the head of a department or perhaps a number two position with another North American broking house or with a Bank. The person appointed will have a seat on the International Board and will be expected to make a contribution to the successful running of the organisation as a whole.

SALARY IS OPEN TO NEGOTIATION BUT IS UNLIKELY TO BE A PROBLEM FOR THE RIGHT CANDIDATE.

Please apply:
Jock Courts
Chichester House
Chichester Rents
London WC2A 1EG
01-242 5775

**Career
plan**

Financial Director

Following recent re-organisation, this UK company is poised for the next stage of its development and has the necessary finance to support it. Turnover exceeds £4m., over 50% of which is exported.

Responsibility will be to the Managing Director for all accounting and related activities, including contributions to policy formulation.

Probably in their 30's, candidates must be qualified accountants with proven senior accounting backgrounds which include the development and administration of computer based control systems related to batch manufacture - ideally engineering.

Remuneration for discussion in the range £10,000 to £12,000; car; top hat pension; re-location help to pleasant Eastern Counties area.

Please write with full details - in confidence - to G. E. Howard ref. B.29452.

This appointment is open to men and women.

MSL

United Kingdom Australia Belgium Canada
France Germany Holland Ireland Italy
New Zealand South Africa South America
Sweden Switzerland U.S.A.

International Management Consultants
Management Selection Limited
Union Chambers 63 Temple Row Birmingham B2 5NS

Assistant Group Financial Controller

There are excellent prospects for advancement both within the function and into general management in this British owned international group which has a worldwide turnover in excess of £100m. and a record of consistent growth. The successful candidate will work closely with the senior financial executive on the further development of management information systems, treasury, taxation, etc., and will deputise for him as appropriate.

Candidates, aged about 35, must be qualified accountants with broad experience gained in commerce or the service industries; practical experience of EDP and taxation would be an advantage. Salary negotiable about £11,000 plus car, bonus, non-contributory pension. Location London.

Please send relevant details - in confidence - to J. M. Ward ref. B.41351.

This appointment is open to men and women.

MSL

United Kingdom Australia Belgium Canada
France Germany Holland Ireland Italy
New Zealand South Africa South America
Sweden Switzerland U.S.A.

International Management Consultants
Management Selection Limited
17 Stratton Street London W1X 6DB

Taxation Executive

not less than £10,000 p.a.

The Taxation Department at the London Headquarters of RTZ - the UK based international mining and industrial group - advises parent company Directors on tax matters, management and other Headquarters departments on the taxation implications of existing and new projects around the world.

The Department currently comprises a small group of experienced accountants, lawyers and those with an Inland Revenue training, each of whom is directly responsible to the Manager. We are looking for a new member of this group who will be required to advise both on international tax matters and also on the personal tax questions arising from staff moves between countries.

We are looking for a man or woman with several years experience in a professional firm, a tax consultancy or a company with extensive international activities.

A highly competitive salary and an attractive range of benefits will be offered.

RTZ

Please write giving details of career to date, or telephone for an application form to: D. W. Westcott, Group Personnel Services Department, Rio-Tinto-Zinc Corporation Limited, 6 St. James's Square, London SW1Y 4LD. Tel: 01-830 2399.

International Public Relations

A new appointment. Assistant Public Relations Manager, is to be made to this large and well established international organisation marketing a specialised commodity.

As a senior member of a small, but highly professional department the successful applicant will ultimately be responsible for press and trade liaison in many countries worldwide, and for maintaining/improving the high professional standards throughout the department's PR activities.

Applicants, graduates probably aged up to 40, must show at least ten years' successful PR experience with particular emphasis on direct involvement with the media. A high standard of written and spoken English together with fluency in French are essential and preferably one additional European language. Broadcasting experience would also be useful.

Salary will attract high calibre PR professionals; benefits are first class. London base.

Please telephone (01-629 1844 at any time) or write in the first instance - in confidence - for a personal history form. Mrs. C. Gorst ref. B.1105.

This appointment is open to men and women.

MSL

United Kingdom Australia Belgium Canada
France Germany Holland Ireland Italy
New Zealand South Africa South America
Sweden Switzerland U.S.A.

International Management Consultants
Management Selection Limited
17 Stratton Street London W1X 6DB

Chief Executive The City of London Building Society

to succeed the present Managing Director upon his retirement next year and assume responsibility for the Society's management and future development.

The Society is long-established, with gross assets exceeding £65m. It enjoys a unique reputation for its policies and practice and for its philosophy of balanced progressive growth, serving a largely professional membership, as opposed to one of High Street expansion.

The role should appeal to candidates - preferably in their forties and from the Building Society movement, but possibly from elsewhere in the financial services sector - who have the management experience and creative thinking ability to suit the requirements.

Salary in five figures, negotiable, with pension, car, staff mortgage facilities and other benefits.

Please write with relevant details - in confidence - to P. Saunders ref. B.213.

This appointment is open to men and women.

MSL

United Kingdom Australia Belgium Canada
France Germany Holland Ireland Italy
New Zealand South Africa South America
Sweden Switzerland U.S.A.

International Management Consultants
Management Selection Limited
17 Stratton Street London W1X 6DB

COUNTY TREASURER'S DEPARTMENT

Investment Management

Principal Investment Officer

Grade PO1B - Salary £8,060 to £8,702 per annum, inclusive of supplement

The Council's pension fund totals nearly £100m and has an annual surplus of over £15m. The fund's investments are managed mainly 'in-house' by a small team of officers, each covering various sectors. Applications are invited from persons with a thorough knowledge of stock market procedures and experience in portfolio management of either gilt-edged or UK equity investments, preferably in the institutional field.

An accounting qualification and/or an appropriate degree with investment analysis and research experience would be an advantage.

Further details may be obtained from Bob Johnston, Deputy County Treasurer - extension 144 - or John Smith, Chief Loans and Investments Officer - extension 563.

Please write or telephone for an application form, quoting post reference T35A, to the Chief Executive (Personnel), South Yorkshire County Council, County Hall, Barnsley S70 2TN - telephone: Barnsley (0229) 86141, extension 266.

Closing date for applications will be 11 December 1978.

**South Yorkshire
County Council**
ENERGY IN ACTION



Financial Manager

Saudi Arabia
c.£24,000 p.a.

This is a career opportunity with a leading Belgian construction company. Expanding overseas commitments have now created this senior vacancy in their Doha office.

Qualified, or with membership of a professional organisation, you must have a minimum of 5 years management experience, preferably within the construction industry. You will head an efficient finance department utilising computerised accounting and reporting systems and you will be responsible for all aspects of financial policy. Reasonable fluency in French is desirable for this position.

There are many employment benefits, including:
★ Married status
★ Company housing
★ Non-contributory pension scheme
★ Excellent home leave.

Please send a detailed resume quoting Ref: 68 FM to:

Webb Whitley Associates Ltd.
INTERNATIONAL RECRUITMENT CONSULTANTS,
45 Kensington High Street, London W8
Tel: 01-937 6558

WA

ASSISTANT FINANCIAL CONTROLLER Antwerp c.lm.Bel.Francis

The European operations of a South American corporation, our client has a substantial post war growth record, and currently has plans for major expansion. Whilst primarily involved in grain dealing, the group has worldwide interests which are truly diverse.

Reporting to the Financial Controller, the successful candidate will be responsible for overseeing the preparation of financial and management information, and annual budgets. Other areas of involvement will include the development of computer based systems and conduct of various projects.

Applicants should be qualified accountants who have approximately 2 years post qualifying experience in an international environment. They should demonstrate the maturity to control a finance function, and be able to communicate effectively with all levels of management. A working knowledge of Spanish, whilst not essential, would be an advantage.

For more detailed information and a personal history form please contact either Nigel V. Smith, A.C.A., or Peter Dawson quoting reference 2312.

Douglas Lymbias Associates Ltd.
Accountancy & Management Recruitment Consultants,
410 Strand, London WC2R 0NS. Tel: 01-836 9501
121, St. Vincent Street, Glasgow G2 8HF. Tel: 041 228 3108
3, Cornhill Place, Edinburgh EH3 7AA. Tel: 031 228 7244



FINANCIAL CONTROLLER Riyadh - Saudi Arabia

Emoluments circa £22,500 + House & Car

Our client is a marketing and project development company with extensive operations in the Middle East and offices in many European centres.

The company now plans to recruit a Controller who, reporting to the local Chief Executive, will have responsibility for all aspects of finance, management reporting, and administration.

Candidates should be qualified accountants, probably aged in their early 30's who have experience in industry commerce. A strong but flexible personality is essential and candidates should have the ability to creatively contribute to the company's commercial development.

For more detailed information and a personal history form, please contact Nigel V. Smith, A.C.A., or Peter Dawson quoting reference 2313.

Douglas Lymbias Associates Ltd.

Accountancy & Management Recruitment Consultants,
410 Strand, London WC2R 0NS. Tel: 01-836 9501
121, St. Vincent Street, Glasgow G2 8HF. Tel: 041 228 3108
3, Cornhill Place, Edinburgh EH3 7AA. Tel: 031 228 7244



Merche
This is
leading
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liaison an
audit firm
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Financial Controller

£10,000 plus car

West Scotland

This is an unusually attractive opportunity for a young high potential accountant to join a company able to offer wide scope in overall company financial control together with real opportunities for personal development. The company, part of an international group, markets and manufactures high quality products and is well known as a brand leader. The person appointed will have responsibility for all management and financial accounting and will be expected to play a broad role as part of the management team in determining and administering financial policy.

Candidates, male or female, aged around 30, should be ACMA's or CA's who currently operate at senior management level in a large manufacturing company and can demonstrate ability in financial control related to manufacturing and marketing activities. The ability to operate under considerable pressure and potential to develop to Board level within a short time are also looked for. Salary is negotiable around £10,000 plus car and other benefits include generous help with relocation costs to West Scotland.

(PA Personnel Services)

Ref: AA45/6867/FT)

Initial interviews are conducted by PA Consultants. No details are divulged to clients without prior permission. Please send brief career details or write for an application form, quoting the reference number on both your letter and envelope, and advise us if you have recently made any other applications to PA Personnel Services.

PA Personnel Services

127 George Street, Edinburgh EH2 4JN. Telephone: 031-225 4481



Associated PA International

Regional Director Yorkshire/North of England

c. £12,000 with car

This is a rare opportunity to join one of the major UK brewery groups at a senior executive level, reporting to the Managing Director of Scottish & Newcastle Beer (North) Limited.

The post carries responsibility for the sales, marketing and distribution of our products within a major region and the post holder will be expected to meet sales and profit targets; plan local marketing strategies; manage an extensive stockholding and distribution function; and make a considerable personal contribution to the overall success of Scottish & Newcastle Beer (North) Ltd. This will require outstanding ability in analysing business opportunities; the man management skills needed to plan and organise the activities of 200 employees towards common objectives; and the installation and maintenance of necessary procedures and controls to ensure a rapid response to changes in the market place.

The preferred age range is 35 to 45 and candidates, male or female, must be able to show a proven record of success in general management, probably starting from a professional training in marketing, finance or distribution. It is, however, essential that this experience can be related to the needs of the modern brewing industry which is now one of the most dynamic and competitive sectors of the UK economy.

Conditions of employment, which include a non-contributory pension and life assurance scheme, are such as one would expect from an organisation of this standard.

Please write, in the first instance, enclosing a full curriculum vitae to:

J. B. Benson, Personnel Director,
Scottish & Newcastle Beer Company Ltd,
Gillmore Park, Edinburgh EH3 9SB.



Scottish & Newcastle Breweries Limited

FINANCIAL DIRECTOR

(Designate)

LAKE DISTRICT

c.£15,000

+ car

We are a small but successful Company with international headquarters in an extremely pleasant Lake District location. We offer this position as part of our development programme to cope with the increasing world-wide demand for our proprietary industrial products and to plan for future growth.

An experienced professional is required to assume responsibility for the planning and management of revenues, profits and tax, deriving from the international operations of the Company and its Overseas subsidiaries.

Ideally, the successful applicant should be from an industrial background and have practical experience of contract sales abroad.

The development of refined costing procedures in conjunction with the sales, production and purchasing management functions will be an important task. The Director designate will report to the Managing Director and supervise not only the UK Accounts Department, but also the accounts functions of its Overseas offices.

We are a dynamic Company with a world lead in certain areas. We require a person with ambition and creativity to assist in managing and guiding the Company in the future.

Please send concise details of experience, and qualifications, quoting reference EB/17A, to: Box A.6560, Financial Times, 10 Cannon Street, EC4P 4BY.

Résponsable de la Comptabilité Analytique

autour de F. franc 100.000 par an
selon le candidat.

- placé sous l'autorité du directeur financier et chargé de:
 - la détermination et l'analyse des coûts standards, écarts, prix de revient usiné et marges brutes, l'établissement et l'exploitation de méthodes s'appuyant sur l'utilisation d'un ordinateur de gestion industrielle.
 - la recherche permanente de l'augmentation de la rentabilité de chaque produit, en liaison avec la production, le service commercial et la direction.
- Des développements ayant rapport aux routines d'ordinateur.
- toute autre mission confiée par le directeur financier, par exemple, contribution à la préparation annuelle du plan de développement de l'entreprise.
- ce poste est situé en Alsace et
- il comporte une réelle possibilité de promotion à moyen terme dans un important groupe international.
- Le candidat devra sur un honneur ou une licence:
 - pourvu d'une solide formation comptable obtenue en Angleterre (ACA, ACCA, ACMA), aux Etats Unis ou en France.
 - pratiquant couramment l'anglais et le français.
 - ayant l'expérience des méthodes anglo-saxonnes de gestion, préalablement acquises dans l'industrie mécanique.
 - capable d'animer et de diriger une équipe.
 - de préférence âgé de 26 à 40 ans.
- Adresser curriculum vitae accompagné avec photographie et prétentions à: Position No. BGC 7032, Austin Knight Limited, London W1A 1DS. Les premières interviews en GB.
- Discretion assurée pour toute candidature.
- Les demandes d'emploi sont transmises au client concerné, par conséquent vous devez mentionner les compagnies qui ne vous intéressent pas dans une lettre d'introduction au Position Number Supervisor.

AK ADVERTISING

Financial Director Designate

London

c. £10,000

One of the leading rental companies in the music industry, a subsidiary of a large group, seeks to appoint a Financial Controller and Director Designate. The Financial Controller will be responsible for the financial control of the company's operations in the UK and USA. Reporting directly to the Managing Director, he or she will work closely with him on the overall management and development of the company's activities. The job will be based in London and will involve some travelling to USA operations. The successful candidate will be a qualified accountant, probably in mid 30's, with a proven record of achievement in financial management at a senior level in an industrial.

commercial organisation. The ability to control a rapidly developing operation is essential and experience in the equipment rental business would be an advantage. This key appointment carries a salary in the region of £10,000 p.a. and the usual large company benefits, including company car, pension scheme and sickness benefit.

REPLIES will be forwarded direct to the client in confidence to our client unless addressed to the Security Manager listing companies to which they may not be sent. They should include comprehensive career details, not refer to previous correspondence with PA and quote the reference on the envelope.

PA Advertising

Hvde Park House, 60a Knightsbridge, London SW1X 7LE. Tel: 01-233 6060 Telex: 27874



OR Management Consultant

Price Waterhouse Associates, members of the Management Consultants Association, require an additional consultant to join the London office of the UK division of their international consultancy practice. The consultant will be required to carry out work involving operational research, computer modelling and statistical techniques. Particular emphasis will be placed on financial applications.

Consultancy assignments, often involving multi-discipline teams, arise in the public and private sectors both at home and overseas (for example Africa, the Middle East and in the Indian sub-continent). In the case of overseas assignments substantial additional allowances are paid.

Applicants should have a first or second class degree in a numerate discipline, preferably a post-graduate qualification in OR or statistics, about four years' experience of the application of OR in business or the public sector; knowledge of at least one computer modelling language and experience in computer based financial modelling applications from formulation to implementation in one or more of these areas:

- budget preparation
- long-term planning
- investment appraisal.

The preferred age range is 25-30 and the starting salary will be negotiated up to £8,500. The company provides a continuous training programme and excellent career prospects in an environment where promotion is entirely dependent upon ability and personal effort.

Please telephone or write for an application form to David Prosser, Executive Selection Division, Southwark Towers, 33 London Bridge Street, London SE1 8SY, 01-407 8889, quoting MCS/8734.

Price
Waterhouse
Associates

UNIVERSITY OF LONDON

Assistant to Secretary

—Superannuation arrangements

This is a new post created in response to rapid growth in our superannuation scheme, as well as by the new demands imposed by legislative and other requirements.

The successful candidate will assist the Secretary, helping to formulate policy, co-ordinate special projects, and to carry out research in connection with all elements of the scheme—particularly those related to the legal and technical, as well as to the negotiators and communications, aspects.

The post offers a starting salary in the range £3,834-£6,054 inclusive of London Allowance, and under review 1. Other benefits include 6 weeks annual holiday and membership of the University Superannuation scheme.

Applications are invited from recent graduates in a relevant discipline such as economics or statistics or from individuals experienced in pensions work. The successful candidate will be expected to make or continue to make professional progress, including the acquisition of relevant qualifications.

Further details are available from: Personnel Officer, University of London, Senate House, Malet Street, London, WC1. Closing date for receipt of application is 22nd December 1978.

ACCOUNTANT/SECRETARY

Urgently required for a rapidly expanding Building Services Company based in Twickenham. Applicants should be about 30/35 with a recognised qualification and experienced in accounting in the Construction industry. Duties will include maintaining full Company accounts, preparing interim and Annual Balance Sheets, regular cash flow forecasts, and combine the work of a Company Secretary.

Remuneration is negotiable around £7,000 per annum depending upon qualifications and experience.

Candidates should send a detailed career history to Box No. A.8559, Financial Times, 10 Cannon Street, EC4P 4BY.

EXCHANGE CONTROL ACCOUNTANT

BASED BRIGHTON
OCCASIONAL TRAVEL

c £7,000 p.a.
PLUS MORTGAGE SUBSIDY

Our client is the Card Division of American Express. This is a new position reporting to the Director of Finance and covers control and co-ordination of exchange control aspects of the divisions operations in Europe, Middle East and Africa. It also will involve developing and monitoring related funding and foreign exchange policies and procedures.

Interested applicants should demonstrate a good knowledge of foreign exchange control operations, sound general accounting skills and involvement in international funding. This experience should have been gained in a commercial banking environment or a major international business operation.

Membership of the Institute of Bankers and/or an accountancy qualification is essential. Age indicators 25-35 years.

The company offers excellent working conditions and benefits including generous mortgage subsidy, relocation assistance, non-contributory pension, life assurance and medical aid schemes, etc.

Interested applicants should telephone or write, in the first instance, David L. Smith who will be pleased to call or meet you outside normal business hours should this be more suitable.

Michael Page Partnership

18/19 SANDLAND ST. BEDFORD ROW LONDON WC1
01-242 0965. 8

PENSION FUND MARKETING

c. £9,000

Prospects of early Board appointment

A well known City investment group is seeking a young executive for its management team to play a major role in the development and expansion of its growing pension fund management business and pensions advisory service. Candidates, who should be well educated and preferably in their early thirties, must have sound training and experience in institutional investment management gained in a merchant bank, stockbroking firm or in an allied activity. Experience in pension fund management would be an added advantage. An important feature of the job specification will be the need to exhibit

the ability and right personal qualities to deal with existing and prospective clients at the highest level.

Career prospects are good and there is the possibility of an early appointment to the Board of the operating company. Commencing salary is negotiable around £9,000 p.a.

Applications, which will be treated in strict confidence, should contain relevant details of career, background and experience, salary progression, age, education and qualifications.

Please send details to Box A6537, Financial Times, 10 Cannon Street, EC4P 4BY.

Manager Internal Systems

Merchant Bank

City

This is an appointment within a leading Merchant Bank which is planning a comprehensive review of its organisational methods, financial controls and the development of future computer applications. The requirement is to manage the Internal Systems Department, which is responsible for the general efficiency of the bank's systems and for computer liaison and also includes the internal audit function. The successful candi-

date, male or female, will probably be a qualified accountant, aged between 30 and 40, possessing a wide knowledge of systems and having experience in the use of computers as a management tool, acquired in a progressive company or major consulting firm. Experience in a financial institution would be an advantage.

This appointment carries an attractive remuneration package and has excellent scope for advancement.

Applications in confidence quoting ref. 6828 to B. G. Loxton, Mervyn Hughes Group, 2/3 Cursitor Street, London EC4A 1NE. Tel: 01-404 5861.

Mervyn Hughes Group

Management Recruitment Consultants

Senior Executives for International Oil Company

A leading oil company seeks high calibre executives to fill the following positions at its head office in the Middle-East area.

Area Co-ordinator (Product Sales - International Marketing) Ref. K-151-78

Basic function: develop, promote and market petroleum products internationally within assigned geographical regions. Ensure that optimum profitability is achieved within the terms of established sales and marketing objectives. Co-ordinate with regional offices within the assigned region on major aspects of sales activity.

Qualification Requirements

University degree in business administration or economics or equivalent. 7 years relevant experience in international sales management of petroleum products. Perfect knowledge of English language is essential. Preference will be given to candidates with previous experience in major oil companies with background and experience in supply logistics and planning. Candidates must also possess good analytical ability of the international oil scene.

Senior Petroleum Economist Ref. K-155-78

Basic function: develop forward supply plan covering costs and revenues based on corporate guidelines. Make recommendations on the economic and operational viability of contracts and other items which should be co-ordinated with corporate policy. Make critical analysis, discuss and appraise emerging new trends in energy matters, such as changing supply demand patterns, alternative costs of different sources of energy etc.

Qualification Requirements

A university degree in chemical or process engineering. 10 years' experience in process engineering, supply planning in the oil industry and adequate knowledge of supply and cargo trading economics. Familiarity with linear programming. Perfect knowledge of the English language is essential.

Assistant Division Manager Ref. K-152-78

Basic function: to lead a team of four to six highly qualified employees in initiating and carrying out planning and economic studies related to the development of company plans. The evaluation of major capital investment project and programmes. The assessment of new business opportunities. Analysis of a wide range of operational and financial issues.

Qualification requirements

BSc in petroleum, chemical or industrial engineering. MBA or other graduate level finance/business degree. 10 years' applicable experience in the petroleum industry including refining, petroleum economics and planning with a minimum of two years in a managerial post. High proficiency in English. Age: between 32-40 years.

Senior Planner Ref. K-120-78

Basic function: carry out planning and economic studies and analyses related to the development of short and long term company plans and objectives. The evaluation of major capital investment projects and programmes. The assessment of new business opportunities and sales, and various other project studies and business analyses as required.

Qualification requirements

BSc preferably in engineering, MSc degree and/or MBA also highly desirable. 7 years' direct working experience in the petroleum industry. Preferably including exposure to refining, petroleum economics and planning. Perfect knowledge of the English language is essential. Age: between 30-35 years.

Very attractive salaries and fringe benefits will be offered. Among the benefits: 45 calendar days of annual vacation, annual vacation air-tickets, furnished and air-conditioned apartments, educational allowance for children's schooling, medical insurance, etc.

Interested applicants are, in the first instance, invited to write to: Copeland and Charrington Ltd., 27, Hanniker Mews, London SW3 6BL giving full details of qualifications and experience. Please also quote the appropriate job reference number on both envelope and letter.

COPELAND & CHARRINGTON LIMITED

27, Hanniker Mews, London SW3 6BL

Berks

C&L

c.£14,000 + car

EUROPEAN FINANCE MANAGER

The Company

An international American group specialising in the sale and service of process control systems for the paper and plastic manufacturing industries. The group, which has subsidiaries throughout Western Europe, has an impressive record of growth over the past five years and worldwide sales are currently in excess of US\$60 million per annum, of which over US\$25 million are generated in Europe.

The Job

He or she will join a small headquarters team to assist the Director of Finance for Europe in the financial planning and control of European operations. Main areas of emphasis will be in raising funds, managing foreign exchange positions, cash management and the review and appraisal of financial operating procedures.

The Candidate

Preferred age early thirties. Original training with an international audit practice leading to an accounting qualification and ideally experience since of international banking. A service industry or manufacturing background would be helpful.

Brief but comprehensive details of career and salary to date, which will be treated in confidence, should be sent to J.G. Cameron, Executive Selection Division at the address below. Please quote reference CS960 and include, if possible, a daytime telephone number at which you may be contacted.

COOPERS & LYBRAND ASSOCIATES LTD.

Management Consultants

Shelley House, Noble Street, London, EC2V 7DQ.

Selection Consultant

London based

c. £10,000 negotiable

For a small firm of Selection Consultants based in London, offering services throughout the UK and Common Market countries, also the Middle East and Far East. Applicants should be graduates with a minimum of 3 years experience with a reputable executive selection and search organisation and be capable of conducting assignments unaided. Excellent prospects. Preferred age 28-35.

Details in confidence to Philip Egerton, quoting reference 131.

Philip Egerton & Associates

Selection Consultants

178/179 Piccadilly, London W1V 0QP

Hotel Financial Controller

PARIS

Inter-Continental Hotels Corporation requires an experienced Controller for one of the company's most important Flagship Hotels in Europe. Fluency in English and French are pre-requisites to consideration for this position.

Inter-Continental Hotels Corporation is an acknowledged industry leader and presently owns, operates or franchises a total of 81 hotels in 24 countries. The position advertised offers real prospects for future advancement within the company, either at the hotel level or as a member of the corporate staff.

Applicants should have a recognised accounting qualification or corresponding university degree. Knowledge of the hotel industry and data processing, while not essential, will be a decided advantage in the evaluation of applications. The successful candidate will be directly responsible for a department of approximately 40 staff operating a computer-based accounting system. Responsibilities will include cash management, the formulation and supervision of day-to-day operating controls, the preparation and review of monthly management reports and financial statements, the preparation and control of operating budgets and the co-ordination of all tax and legal aspects of the hotel's activities.

Salary is negotiable and will be commensurate with the background and ability of the successful applicant. Excellent benefits are provided.

Applicants should reply giving full details of previous experience and salary history, quoting reference. All replies will be held in the strictest confidence. Interviews will be held at various locations throughout Europe during the month of December.

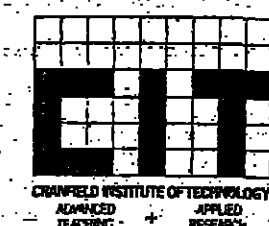
Write Box F1088, Financial Times, 10 Cannon Street, EC4A 3DF.

Director of Cranfield Product Engineering Centre

The CPEC has been established by the Cranfield Institute of Technology to provide a comprehensive service to the engineering industry in the field of product development, improvement, design, development and marketing. It will operate on a fully commercial basis by selling its services to industry.

Substantial initial financial support has been granted by the Department of Industry. The Centre will be housed in a new purpose-built building and will be fully equipped to very high standards.

Applications for the post of Director are invited from professional engineers with extensive experience in product design and commercial development. The Director will be an employee of the Institute and the first tasks will be to develop the role of the Centre and to appoint the staff. The salary will be in the range of £12,000-£14,000 p.a. plus other benefits. The appointment is the first instance will be for a period of five years. Initial enquiries will be welcomed by Professor P.A. McKenna (Bedford 750862).



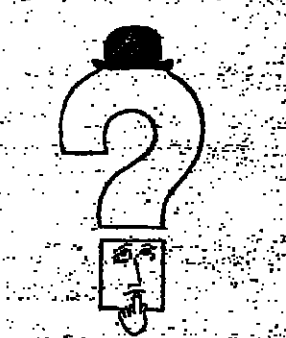
Further particulars may be obtained from: The Personnel Officer, Cranfield Institute of Technology, Cranfield, Bedford, MK43 0AL, (Bedford 750111), quoting reference 532/P.

PROJECT FINANCE OFFICER c. £10,000

Our clients, international financiers, seek a person to become involved at the level in the assessment of prospective projects (mainly projects in the oil, gas, minerals, airports, new towns, cement works and the like). Ideally with a degree and preferably some engineering background or knowledge, he or she will be working in either finance or marketing. Strong and flexible, will be readily at home negotiating with Architects, Lawyers, Bankers, Engineers and Business Analysts. The base in London but involve some overseas travel.

Telephone 405 7711 or write in confidence to: DAVID WHITE ASSOCIATES LIMITED, 84, Kingsway, London W.C.2

PROBLEMS



Your next move

call Robert Miles 01-248 6321

Personnel Resources Limited Recruitment Consultants

LEADING STOCKBROKERS

In London Wall require a CLERK

in the 20-30 age group with experience in the Arbitrage/Foreign Settlement field. Salary negotiable to be based on experience, plus bonus and superannuation scheme.

Write giving age and experience to: 10, Cannon Street, EC4A 3DF, or telephone 405 7711 for an appointment.

DELLA FRANKLIN 01-248 6071	
ALANGATE AGENCY 2nd Floor, 78 Queen Victoria St, EC4	
MONEY BROKERS (Operating from 1st Floor)	£10,000+
FOREIGN EXCHANGE DEALERS	£10,000+
STAFF ADMIN. OFFICER	£6,000+
INTERNAL AUDIT	to £8,000
TRAINER FX DEALERS & MONEY BROKERS	to £4,000
ACCOUNTS Joint computer knowledge	to £4,500
JUNIOR & TRAINER BANKING ASSISTANTS 18+ Vocational in Accounts, Management Information, Foreign Exchange and Bill of Lading departments	£3,500+

FIVE FIGURE ACCOUNTANTS

As one of the leading operating accountancy organisations we can help you find the right career development opportunity at the right salary.

We offer a comprehensive training scheme and employ the highest standards of service.

To apply for our senior appointments please contact Alan Brown on 01-248 6321, 10, Cannon Street, EC4A 3DF, or telephone 405 7711 for an appointment.



International Investment Manager

Leading Merchant Bank invites applications for the post of Senior Investment Manager, male or female, with experience in international markets, particularly those of Continental Europe.

Applications in confidence quoting ref. 6327 to B. G. Luxton, Mervyn Hughes Group, 2/3 Cursitor Street, London EC4A 1NE. Tel: 01-404 5801.

Mervyn Hughes Group

Management Recruitment Consultants

The Institute of Chartered Accountants in England and Wales

Education and Training

Chartered Accountant

c.£11,000

This is a senior post in the Education and Training Dept. where the development and implementation of the Institute's policies for the education and training of students and of members is the prime task.

Responsibilities involve wide contact with members, students and their firms and include participation in the formulation of training policies and development of means for their implementation, personal lecturing and counselling at training courses and seminars, and advice and support to the Institute's committees responsible for training.

The successful applicant will be a Chartered Accountant with considerable experience of training within the profession. The ability to think creatively and to communicate effectively is essential.

Please write with full details of career to

Mr. K. A. Curl, Chartered Accountants' Hall, Moorgate Place, London EC2R 6EQ. (Tel: 01-628 7060).

Newly Qualified ACA

London based

to \$7,500 + car

You are a first class professional auditor. You have grown tired of checking historical facts. Are you now ready to stretch yourself. Develop your experience and make a more effective and immediate impact on business?

If so, an American multinational, which last year set up audit and consultancy functions to service its UK and Western European activities, is keen to recruit an individual like you and without question will provide the necessary stimulus to your career.

Experience in one of the top firms, plus the desire and ability to travel (you can be either married or single) are the only prerequisites we have set.

If this opportunity to operate with responsibility and independence in a major group appeals to you, please write in confidence with concise personal and career details, quoting reference T898/F.T. to R. G. Billen.



Arthur Young Management Services
Rolls House, 7, Rolls Buildings
Fetter Lane, London EC4A 1NL



STOCKBROKING A Time For Change?

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Tick the things that make this ad work:

☐ By familiarizing

"Advertising works by familiarizing, by making something well known, bringing it into common use. This is the absolutely basic value created by advertising the one underlying all others."

☐ By reminding

"Advertising works by reminding—a function that may alone, in some cases, make advertising pay."

☐ By spreading news

"Advertising works by spreading news—not only news in the newspaper sense, but a special kind of news that only advertising in the commercial field can most widely deal with...."

"The vitality which news gives to advertising is so great that when it is not available built-in no Advertising Man will fail to seek it elsewhere."

☐ By overcoming inertias

"No matter how effective an advertisement may be in creating interest and desire, there is always some loss in response due to the inertia which keeps people from taking even the action they might have been disposed to take...."

"There are common causes for the inertia—either the reward for action is remote and often intangible; or the penalty for inaction is delayed. What kind of advertising message has a chance to overcome such inertias?"

☐ By adding values

"Advertising works by adding a value not in the product—the most challenging field for creativeness in advertising...."

"Subjective values are no less real than tangible ones."

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There are five basic ways in which advertising works. Any one advertisement may work in one or more ways. They are described by James Webb Young of JWT in his book "How to become an Advertising Man." Jim Young was a writer at JWT from 1912-64 in America and in Europe.

If you would like a copy of his book, please complete the coupon. We think it's one of the best books ever written on the subject by anyone anywhere. But perhaps we're biased. Anyway, we shall know how well this ad worked when we count the coupons.

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Please complete this coupon, pin it to your letterhead and send it to
Jeremy Bullmore, The Chairman, Walter Thompson Co. Ltd.,
40 Berkeley Square, London W1X 6AD. (01-629 9496)

Please rank, from 1 to 5, the ways in which this ad worked for you.

☐ By familiarizing. ☐ By reminding. ☐ By spreading news.
☐ By overcoming inertias. ☐ By adding values.

Please send me a copy of Jim Young's book, or an apologetic letter if this is not one of the first 100 coupons you receive.

Name _____

Position in Company _____

("How to become an Advertising Man" by James Webb Young was published in Chicago in 1963 by Advertising Publications, Inc.)

JWT

Just
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quality prin
Popul
four colour
50 000 cup
and if you
One it
costs, too, P

The Marketing Scene

COMMERCIAL RADIO AWARDS

A winning ride for the 'Indian' bus conductor

THE BEST radio commercial of 1978 was "Indian Bus Conductor" starring Peter Sellers and produced by Molinare for agency Colman and Partners and client Camping Gaz. Well, it won the gold microphone award on the vote of the audience at the third annual radio awards organized by Campaigna at the Dorchester last Monday.

But perhaps it would be wiser to wait for the rival Marketing Week radio presentations at the Hilton on December 11 when the whole process is repeated. The fact that two such occasions are held within a fortnight of each other and both packed to the gunnels shouts loudly that a large slice of the advertising world is getting far on commercial radio this year.

All told expenditure on radio could touch £30m, on substantial improvement on the £23.1m of 1977. Obviously the growth rate is slowing down but radio is taking full advantage, and more, of the advertising boom which looks set to last at least until the summer. The advertisers awaited downturn may actually happen by autumn 1979 but in the meantime radio, and advertising generally, will be fully stretched trying to meet the demands of advertisers.

Already some advertisers have failed to get time this autumn on the sought after breakfast radio spots on the main stations, and although demand is easing off in December rather earlier than in 1977 there is every confidence that it will pick up again in January.

An encouraging feature is the possibility that by the end of 1979 two more commercial stations will be on the air—m Cardiff and Coventry—making a network of 21 stations. Six more should arrive in 1980 and then three-quarters of the population will be able to receive commercial radio, making this virtually a national medium.

At the moment some of the smaller stations are still in the big city operations, like Capital in London, Clyde in Glasgow and Piccadilly in Manchester, because of their comparatively high cost per listener. Whereas Capital can offer itself



Peter Sellers—captivating the adworld

as a radio alternative to Thames TV, and has a revenue in excess of £5m, to prove its Plymouth is not yet in a position to rival Westward TV. But when there are stations in Torquay and Exeter it could be another story. Radio awards are good prestige events and they suggest that even the largest agencies now take radio seriously. There might still be room for improvement at the creative level but standards are rising and even the more dubious clients, like the food companies, are starting to invest in radio. A list of the top ten radio advertisers makes interesting reading, showing a much wider spread than television, which is almost completely retailer dominated.

The top five radio advertisers this year to date are Barclays Bank, British Airways, Walls meat products, Boots and Safeway. All spending in excess of £250,000. They are followed by Rarrants, the liquor retailers, Wrangler jeans, the Eggs Authority, Aquila cream, the Mothercare. New, potentially large, advertisers, like Mars confectionery, are increasing their investment in radio.

Its attractions are its comparative cheapness, its ability to pinpoint markets, and the short lead times. The Camping Gaz campaign is a case in point. The commercials were transmitted during a six week spell in the spring in the five main cities with commercial radio. The cost was around £50,000 and the aim was to broaden awareness and use of the product. It brought this French company its highest sales ever in the UK.

Not only is radio satisfying advertisers. All the stations in the air are making a profit, at least on a month by month basis and there is no shortage of candidates for the new stations. With the 18A obviously aiming to cover the country with commercial radio, all the signs are favourable that this medium will survive the potential cracks in confidence next year better than most.

Anthony Thorncroft

BRANDS VERSUS RETAILERS

A sudden death

BY IAIN MURRAY

Those manufacturers of branded goods who have responded to hyperinflation by slashing advertising budgets are committing commercial suicide, according to Mr. Roy King, director of sales and marketing at Heinz.

Speaking at a meeting of the Institute of Practitioners in Advertising on the subject of brand versus retail advertising, Mr. King said that advertising was often the easiest cost to cut, partly because of the difficulty of reducing other overheads—particularly the wage bill in today's environment—and partly because in the late 'sixties it became fashionable to believe that advertising may be less necessary for well entrenched brands.

"Both of these trends and short-term actions now need vigorous resistance if branding is to survive, and I believe the advertising profession should take a much more serious, sober and professional interest in lobbying for its product," he said.

One of the more ardent lobbyists, Mr. Stephen King, head of J. Walter Thompson's development group, echoed Roy King's fears, but exempted Heinz from the blame that attaches to so many makers of branded goods.

Between 1970 and 1977, said Stephen King, retail advertising had increased by 417 per cent, while expenditure on the top 35 brands had halved. "Many branded goods manufacturers have got into a vicious spiral," he said. "Low profits have led to low investment—in new plant, new processes, new products, product improvements, R. and D., skilled management and workers, advertising and consumer research."

"This has been followed by lower profits which leads to further cuts in investment. By contrast, retailers appear to have got into a virtuous spiral. Many have invested in new sites, new stores, new methods, new skills, advertising and research. Though the going has been hard, on the whole profits have improved, which has led to more investment."

Mr. Peter Davis, Sainsbury's marketing director, said that it was misleading to talk about brand versus retail advertising, because they were complementary. A criticism of retail advertising is that it is all about price, but what the critics often mean is that it is about the price of brands.

"To my mind there is a clear distinction between advertisers' brand advertising and retailers'

advertising of the price of brands," said Mr. Davis. "Very often the manufacturer who criticises us retailers for advertising that is indistinguishable is nowadays producing products which are indistinguishable from each other."

"I think one of the weaknesses in Stephen King's argument is the lack of stress placed on the need for a difference or advantage in the quality of the product against competition."

Mr. Davis criticised the growing practice of manufacturers giving advertising money to retailers. "It is dangerous for brands. It has increased the importance of promotions rather than concentrating on year-round distribution. Generally it is the weaker manufacturer, or one with indistinguishable brands, who gives it to the retailer, and is then followed by the people he is trying to beat."

He added that housewives are often well aware that there is not much to choose between brands, and that there is considerable evidence in some markets of brand switching solely on grounds of price. Maybe, said Mr. Davis, that was why manufacturers were prepared to subsidise retailers' advertising rather than spend money promoting their brands.

Agency News in Brief

● A pilot survey, commissioned by Charles Barker Recruitment, predicts, not surprisingly, that The Observer will make the major readership gains if The Sunday Times ceases publication. Half the readers who look at the job sections would switch to The Observer, a third to the Sunday Telegraph, one in ten to the Sunday Express, and the remainder split around.

● The seasonal pre-Christmas campaigns for perfumes include £500,000 by Prince Matchabelli for its Aviance and Cachet fragrances (agency Davidson Pearce) while Boots is advertising "It" nationally with £140,000.

● "Viori" in ATV and Trident. Agency is McCormick Richards.

● Brentford's once the major TV advertiser returns to the medium for a pre-Christmas promotion, selling the stores for gift buying. The agency is Benton and Bowles.

● Reckitt and Colman is test marketing Hot Measure, a hot lemon bedtime cold remedy, in the Yorkshire TV region. The company has brand leader Lemsip in the fast growing £3.5m liquid cold remedy market.

● The Economist Intelligence Unit has analysed the UK consumer adhesive market which it estimates at £36.6m at retail prices in 1977. The DIV side is put at £18.6m. The comprehensive survey of the industry costs £700.

● McCann has appointed Mike Reynolds from Allen Brady Marsh as a creative director.

● J. Walter Thompson is to act for National Airlines worldwide from March 1979. The U.S. airline is the third largest flying into Europe.

● During the first three months of 1979 Danish Agricultural Producers will be spending £850,000

on a national advertising and promotional campaign to boost its share of the UK bacon market. This is in addition to the £500,000 being spent during the whole of next year to promote Danepak, Denmark's brand leader in the pre-packed bacon market, plans for which were announced last month.

● The Yellow Pages TV campaign, which broke on July 2, not only reversed the seasonal low summer usage figure but also raised directory usage to record heights. Current research shows that during one week in September 34 per cent of all adults (over 14m people) used Yellow Pages, compared with 32 per cent in August.

● The Yellow Pages, compared with 32 per cent in August, saw a 30 per cent increase in two years. Sixty-two per cent of homes now have a telephone—a total of nearly 11m households—and so receive a copy of Yellow Pages, compared with only 54 per cent in 1977. Post office projections for future connections are that by 1990, 90 per cent of all homes will have telephones.

● December sees the start of a Christmas burst of advertising for Campari in both the Evening Standard and on TV in the London area. Budget is £50,000, at any event at this time of year.

● At any event at this time of year, budgets have been allocated so

that competition will

prove beneficial to advertisers since competition will keep the rates war going.

J. Walter Thompson's view is that it "cannot see why regular national advertisers should suddenly switch or add to their budgets."

All this is reinforced by the Media Expenditure Analysis survey of the launch of the Daily Star. The picture is presented by volume rather than the more usual MEAL rate card studies and geographic coverage has to be allowed for. By November 4 the Daily Star had got 7 per cent of display advertising in the area and 3 per cent of classified compared with 20 per cent and 9 per cent respectively in the Sun, for example. By the end of the following week (November 11) the Daily Star figures were 13 per cent and 10 per cent while those of the Sun were 20 per cent and 12 per cent. For the week ending November 18 the bounce was down to 12 per cent and 6 per cent (Daily Star display and classified) and 17 per cent and 8 per cent (Sun display and classified).

All in all a very muddled picture but media directors do have one thing in common—they all want more openings for clients to advertise in.

The Daily Star — in orbit but course unknown

BY PAMELA JUDGE

IN WHAT orbit is the Daily Star—now nearly a month out from its launch? From an agency media man's point of view it is on a wandering course.

Ogilvy Benson and Mather is putting clients into the new daily which mainly circulates in the north. But—as OBM's Mike Chapman points out—the Daily Star is freely available in London, at least at major railway stations. So that confuses the circulation picture let alone the ad rates. The circulation estimates up and down Fleet Street emanate from many a nook and cranny, but media directors in ad agencies seem to be at one—they are waiting for a statement. Particularly since the figures appear to be bouncing around 500,000-750,000.

Another factor that confuses the pure buying scene is the discounting. Current Daily Star quotes are "well under the first published prices so that probably represents good value."

In retrospect it seems that several media men think that it would have been better to base ad rates on a lower figure (say 750,000) than the initial estimate of 1.4m, and then if the new paper takes from its rivals then paper had done well, raise them.

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All in all a very muddled picture but media directors do have one thing in common—they all want more openings for clients to advertise in.

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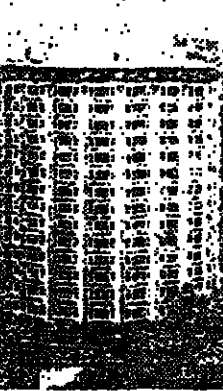
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LOMBARD

Auditing the public sector

BY GEOFFREY OWEN

THERE HAS been a good deal of criticism of the inconsistent manner in which the nationalised industries present their financial results each year. Not only is it difficult to make out how each corporation is performing, but it is virtually impossible to draw any useful comparisons between one industry and another. This is a problem which is not confined to the giant organisations like British Rail or British Steel. Thanks to the activities of successive governments over the past 10-15 years, there is a long list of government-owned undertakings, some reporting to government departments, others buried within the National Enterprise Board or one of its sister agencies. In some ultimate sense they are all subject to the control of the Treasury, but they enjoy considerable freedom in the way they conduct their affairs during the year and report to the taxpayer at the end of it.

Comprehensive

Since we seem to be stuck with a very large public sector for a long time to come, it is worth considering new arrangements for enabling the taxpayer to obtain an overall view each year of all the enterprises which he owns, and to examine, in some detail and on a consistent basis, how each of them has performed. Such a comprehensive annual report would certainly not take the place of the regular investment reports carried out by House of Commons Select Committees. Indeed, it might form the subject for a separate Parliamentary examination.

An indication of what I have in mind is the three-volume annual report put out every year in India by the Bureau of Public Enterprises, which is an agency within the Treasury. The public sector in India plays an even bigger role in the economy than it does in the UK; it includes, for instance, a number of large engineering companies, some set up by the Government for import-substitution purposes, some taken over from the private sector when they went bankrupt. But the principle under which the Bureau of Public Enterprises operates is well worth studying.

One of the most recent reports covers 156 operating companies. As in the UK, they are spread among a number of different Ministries. The report contains a set of tables which provide comparative figures on profits and losses, manpower, capital investment, value added and so on. It also includes summary reports in a standard form on each individual enterprise. The Bureau is, of course, not just

Targets

One of the most urgent needs in the UK nationalised industries, especially but not exclusively those which are monopoly suppliers, is to develop performance standards based on best international practice, against which efficiency can be measured. Publication of these standards would enable outsiders to know how productively government-owned enterprises are using their capital and their labour. While the performance of, say, the postal service cannot be compared directly with that of British Rail, each should have performance targets which are intelligible to the outside observer and which provide the basis for some comparison of relative management efficiency. Working out appropriate performance indicators is a task for the central monitoring agencies.

Managers of public sector companies may feel that the less they have to do with the Treasury the better; they would rightly resist any new bureaucratic interference in their operations. But whether they like it or not, they are all part of the public sector. The taxpayer is entitled to a full and coherent account of how they are using his money.

A PACK OF LIES sent by telex and by telephone from the Bahamas to London, according to allegations made by the London party recently, stirred quite a flurry of judicial interest. The main question, finally resolved by the Court of Appeal on November 7, 1978, was: where was the alleged deceit committed? In the Bahamas, where the alleged lies were spoken and typed? Or in London, where they were heard and read?

The court decided unanimously that, as in libel and slander, the deceit, if proved, was perpetrated in the place of "publication"—that is, in London. Consequently, the man in the Bahamas could be sued in an English court for damages. But let me also say right away that he could come to no harm even if the allegation were proved true, because the man in London could not prove that he really suffered damage as a result.

The dispute was between Mr. Hyman Richard Diamond, a London commodity broker, and the Bank of London and Montreal, based in Nassau. The events took place in 1973-74, when sugar was scarce and the market volatile—a situation which yielded a crop of law cases here and there in the courts to this day. There was a rumour

at that time that a huge consignment of sugar, about 1m tons, was to be had—though no-one knew where it was coming from. Mr. Diamond was offered this mysterious consignment by an American company of sugar brokers. But neither the American company nor Mr. Diamond wanted to disclose its clients to each other before the deal was complete. As usual in such circumstances, they agreed that a bank, namely the Bank of London and Montreal, was to be given enough information to be able to satisfy Mr. Diamond that the deal was genuine.

In due course, Mr. Diamond claims, he received by telex and by telephone assurances from Mr. R. McLean Bease, manager of the trust department of the bank, confirming that the sugar was available and that the American company was to be relied upon. He said he had seen the documents and all was genuine. But those assurances, Mr. Diamond now claims, were fraudulent. There never was any sugar; Mr. Bease knew it, and was leading Mr. Diamond up the garden path because he hoped to obtain a commission. Mr. Diamond further claims that, relying on what the bank's manager told him, he made arrangements to sell 500,000 tons of sugar to a Lichtenstein

company and turned down an offer of sugar from another source. However, he could not say anything specific about this alternative offer and supplier. And this caused his case to collapse: The Court of Appeal held that he did not make out a good, arguable case that he suffered any damage from the alleged fraudulent representations.

Before the Court of Appeal reached this conclusion, it dealt with three preliminary questions. The first, already mentioned, was whether the bank could be sued in London for the alleged fraud of its manager. In saying yes, it could be sued here, the Court of Appeal overruled Mr. Justice Donaldson, who held that the alleged tort was committed outside English jurisdiction, namely in Nassau, from where Mr. Bease telephoned and telexed.

The second preliminary question was whether the bank could be exonerated by Section 6 of the Statute of Frauds Amendment Act, 1828, which states that actions can be brought in respect of assurances concerning the creditworthiness of another person only if made in writing and signed. Lord Denning, Master of the Rolls, said that it seemed plain that the Act would not protect the bank in respect of all the allegations made by Mr. Diamond.

But on the third question, namely whether the bank could be helped by the fact that the telex message stated "without responsibility on the part of the bank we confirm, etc." Lord Denning thought that there seemed quite a lot to be said on that point. It is curious that words which we take to be so routine that we perceive them to be devoid of any significance can prove decisive when it comes to the crunch.

An innocent party which makes untrue declarations acting on the instructions of a villain can come to considerable harm, particularly if the villain is a forwarding agent. In this particular case the declarations were made in a bill of lading which concealed the fact that there was ammunitions buried in barrels of bicarbonate of soda. It will be no surprise that the case concerns a lower freight rate.

The main defence of the forwarding agent was that the 11 ZR 10/77, the Bundesgerichtshof (BGH), the German Supreme Court of appeal, said there is no escape for the agent from his responsibility for the shipping company's decision of the Hamburg forwarding agent, which was a smuggling and from the penalty contract clause might be seen attaching to an understatement as to the true value of the cargo. The Hamburg forwarding culpability. But in the special agent loaded 70 barrels believed circumstances of marine business to contain bicarbonate of soda, which was not so. Ships had to turn round in ports quickly Beirut the Lebanese customs and the shipping company had discovered that hidden in the barrels was ammunitions. The customs seized the agent's agents. These could not be the cargo and detained the ship allowed an easy escape from for several days until they responsibility by claiming good received from the shipping company, faith and pushing the responsibility a deposit of US\$25,000. They also fined the captain of which the shipping company had the ship Lebanese, 296,000 no direct dealings (£165,000). The Telexist ship. The responsibility of the ping company which operated shipper (in this case the for MS Irma sued the forward, forwarding agent) for the correct agents in the Hanseatic of bills of lading could Oberlandesgericht in Hamburg, be independent of any guilt and asking for compensation for all this was recognised also by the damage caused by the discovery "Hamburg Rules" adopted by of the concealed ammunitions, the UN Conference on Sea and, in addition, a penalty of a Transport on March 31, 1978.

BUSINESS AND THE COURTS

BY A. H. HERMANN, Legal Correspondent

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No Bombs has sound chance

JOJO O'NEILL, 64, with Victoria Sporting to win the National Hunt jockeys' championship and for a second time must hope more than most that frost does not ruin out today's Haydock card as it did yesterday. O'Neill, trailing John Francome by 13, has several well-fancied mounts in prospect, including the Easterby pair, No Bombs and Eminence.

Mr. O'Neill's best prospect Eminence can retain his unbeaten record over the minor obstacles with a win in the Garswood Pattern Hurdle. Eminence, winner by five lengths over Sunshine Lie and 10 others at Newcastle on the first of the month, was then backed down to 3-1 on for a division of Ayr's Garswood Hurdle 10 days ago.

A few days ago, but with a particularly slow time (nearly 10 seconds behind Starlight Lad's in the other division) and I would not care to guess at his true merit.

A better proposition might be Dowdall who went under by a head to Swing Through at Ascot. Jimmy Burke, had taken things too easily after jumping the final furlong.

Bachelor's Hall remains the choice for the carried forward to the Hammerhead Chase, which Irish Trust, owned by Coked Farm Farms, is taken to get back on the winning trial in the St. Helens Chase.

Sir Desmond Plummer, chairman of the Horserace Betting Levy Board, yesterday confirmed the board's commitment to research on equine respiratory diseases.

He said: "My board is well aware of the concern in the racing industry arising from the outbreaks of respiratory infections in certain stables. This is a matter which has received attention for many years."

"In 1972 the board carried out an investigation of equine influenza and the recommendations made at that time, which included a policy of vaccination, have been followed. It is a considerable impact in keeping the disease under control."

"Since then a sum in excess of £250,000 has been allocated to equine respiratory infections, and these projects are still in progress and will continue."

The third preliminary question was whether the bank could be exonerated by Section 6 of the Statute of Frauds Amendment Act, 1828, which states that actions can be brought in respect of assurances concerning the creditworthiness of another person only if made in writing and signed. Lord Denning, Master of the Rolls, said that it seemed plain that the Act would not protect the bank in respect of all the allegations made by Mr. Diamond.

But on the third question, namely whether the bank could be helped by the fact that the telex message stated "without responsibility on the part of the bank we confirm, etc." Lord Denning thought that there seemed quite a lot to be said on that point. It is curious that words which we take to be so routine that we perceive them to be devoid of any significance can prove decisive when it comes to the crunch.

An innocent party which makes untrue declarations acting on the instructions of a villain can come to considerable harm, particularly if the villain is a forwarding agent. In this particular case the declarations were made in a bill of lading which concealed the fact that there was ammunitions buried in barrels of bicarbonate of soda. It will be no surprise that the case concerns a lower freight rate.

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Managers of public sector companies may feel that the less they have to do with the Treasury the better; they would rightly resist any new bureaucratic interference in their operations. But whether they like it or not, they are all part of the public sector. The taxpayer is entitled to a full and coherent account of how they are using his money.

One of the most recent reports covers 156 operating companies. As in the UK, they are spread among a number of different Ministries. The report contains a set of tables which provide comparative figures on profits and losses, manpower, capital investment, value added and so on. It also includes summary reports in a standard form on each individual enterprise. The Bureau is, of course, not just

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ENTERTAINMENT GUIDE

CC—These theatre accept certain credit cards by telephone or at the Box Office.

COLOSSEUM. Credit cards 01-249 5558. Repertoire 01-236 3181. Tonight: 7.30 The Taming of the Shrew. Tomorrow: 7.30 The Taming of the Shrew. Tuesday: 7.30 The Taming of the Shrew. Wednesday: 7.30 The Taming of the Shrew. Thursday: 7.30 The Taming of the Shrew. Friday: 7.30 The Taming of the Shrew. Saturday: 7.30 The Taming of the Shrew. Sunday: 7.30 The Taming of the Shrew.

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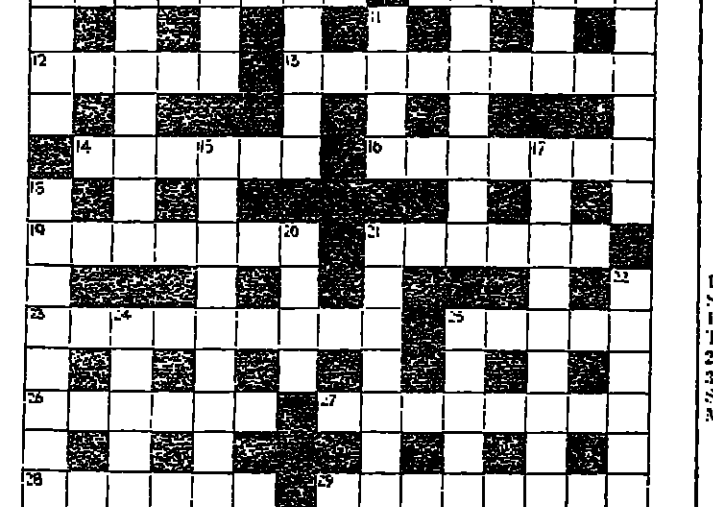
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TV Radio

BBC 1
+ Indicates programme in black and white.
9.41 am For Schools. Colleges.
10.15 am News. 1.00 Peppie Mill.
1.15 Rapunzel. 2.15 For Schools.
3.55 Regional News for
England (except London). 3.55
Play School. 4.20 The Bear. 4.25
Jackanory. 4.40 Emu's Broadcast.
4.50 John Craven's Newsworld. 5.10 Blue
Peter.
5.40 News.
5.55 Nationwide (London and
South-East only).
6.20 Nationwide.
6.55 Tomorrow's World.

7.20 Top of the Pops.
8.00 The Good Life.
8.20 Mastermind.
9.00 News.
9.25 After the Dream: "Omni-
bus" presents a film about
Peter Brook.
10.25 Zooker: Coral United
Professional
Championship.
11.10 Tonight.
11.50 Weather Regional News.
All Regions as BBC 1 except at
the following times:
Wales: 2.14-2.34 pm 1 Ysgolion.
5.55-6.20 Wales Today. 6.55-7.20
Heddiw. 11.50 News and Weather
for Wales.
Scotland: 9.41-10.01 and 11.50.

F.T. CROSSWORD PUZZLE No. 3,836



ACROSS

- Game taken by people with glasses (8)
- Emotional change of position (6)
- In the past or the future (8)
- Classes given information on age (6)
- Peculiar card game (5)
-

Young Vic

The Tempest

by B. A. YOUNG

A little bearded man in a grey suit and a soft hat sits at a garden table in the middle of a bare open stage, consuming a roll and a bottle of wine. He might be a professor of philosophy, say, in a down-market university. But no, this is Prospero, sometime Duke of Milan, and there he sits until Act 5 while the action rages around him. Or perhaps there is no action, perhaps the whole insubstantial fabric is an absurd dream of revenge in his mind from Eliza or St. Helena. Does not the play read like the solitary old man, throwing aside his magical fantasies, praying simply to be set free?

The drawback to playing *The Tempest* in this way is that it is deprived of the picturesque images that abound throughout the play. You would imagine that a man dreaming of magic spells would see them as colourful and active, yet Michael Bonaventura keeps everything restrained by the utmost economy. There is no representation of the shipwreck, there is no harpy, there is no masque, though Juno sees one in her mind's eye. Moreover, the costumes are of our own day: Stephen Boxer's Ariel looks about in grubby white knickerbockers, while John Labanowski's Caliban is a figure wearing only a loincloth and a coating of dirt.

Yet this is the play in which Shakespeare is most profuse with his stage-directions, directions

like "Solemn and strange music; and Prospero on the top, invisible. Enter several strange shapes, bringing in a banquet; and dance about it with gentle actions of salutations; and, inviting the King, etc., to eat, they depart." If you drain away all this decoration, you are left with only half the play, and this is what we have at the Young Vic. Even the music is reduced to a minimum: when Prospero orders music, "which even now I do," he is rewarded with silence.

Bill Wallis plays Prospero, and keeps his voice in as everyday a key as the rest of the production. Stephano (James Carter) and Alonso (Malcolm Rennie) are the only two who infuse any individuality into their parts; the others, even Fiona Victory as Miranda, seem to be content to get the sense over and leave it at that. Ferdinand in Bonaventura's hands seems to have taken on rather a hangdog personality, not at all a prince who believes himself to be a king.

Ariel's appearance is generally signalled by offstage singing and by the sound of a bell. "I will lift up mine eyes unto the hills, from whence cometh my help," in the manner of an Anglican choir, which is odd in a play where God is so determinedly ignored. Mr. Boxer has written his own songs, but is never allowed to make much of them.

My feeling is that Mr. Boxer's idea of a purely mental



Christopher Ashley and Fiona Victory

expressive as you would require for a radio production. Neither of these features is given up in the performance, which is played without interval and runs for about two hours and a quarter.

Half Moon

Ernest Toller (1893-1939) is famous these days for his reputation, established by productions of plays written while he served a five-year prison sentence for his participation in the 1918 Bavarian Soviet. *The Machine Wreckers* was premiered in 1922 at Max Reinhardt's Grosses Schauspielhaus, Berlin. While Piscator and Meyerhold mounted other spectacular Toller productions, *The Machine Wreckers* became a favourite set piece in the repertoire of the Workers Theatre Movement in England after its British premiere at the Kingsway Theatre in 1923.

The Half Moon's luxuriantly stylized version, directed with cool precision by Tim Albery, is welcome first of all as a chance to fill gaps in our knowledge of German Expressionism. It is, admittedly, a less typical example of the movement than other Toller plays — *Masses and Men* (conveniently revived at the Cockpit this week) or *Hinkemann* (for example) — but it proceeds with a brute narrative strength even if the individual scenes do not, as John Willett has observed, "contain dialogue of much tension."

Toller uses the weavers' Nottingham strike of 1915 to develop an argument for workers welcoming the new technology in order to take control of it and improve their lot and that of their children. Jimmy Consett, the Toller-style visionary hero, propounds his Marxist message in the form of what he brands "shortsighted resentment to the machine installed by the smooth-tongued boss. Use. His chief adversary is Ned Lud (John Hartley), a blunt, stolid weaver

The Machine Wreckers

with 13 children. The debate is aggravated by the cowardly John Willey (David Fielder), a cringing collaborator of the overseer who tells his daughter to gratify the capitalists' lust. In this area of the play I had more texture than I had expected, and the adept company of just eight actors and three children conjure a grim under-world among a landscape of filthy garbage that gathers around the audience's ankles. The designer is Mick Searwisk, and his materials include torn sheets of plastic, rubber tubing, grills, and several large rabbit holes that encircle the action like so many furnaces. The company dash in and out of them, the scenes with Ure conducted on a tall gantry and delivered with classic Expressionistic verve. The climax is stunningly well done, the whole theatre erupting in an industrial light show, with grumbling sound effects, as the workers attack first the machine and then the sacrificial Jimmy, whom Jim Hooper invests with unsanctioned righteousness and naive self-assurance. The company also includes the extraordinary Simon Callow, doubling a literally unbearable Ure, sleek and vicious, with the strange masked character of the Old Reeper, a dispossessed agrarian who believes the wrecked machine to be God and the mutilated Jimmy his son. The translation used is that prepared by Peter Tegel for a recent radio broadcast. MICHAEL COVENEY



Scene from The Machine Wreckers

New National year

Seven new productions are scheduled to join the National Theatre's repertoire in 1979. The Olivier Theatre will present *A Fair Quarrel*, a rarely-performed Jacobean drama by Thomas Middleton and William Rowley; *The Fruits of Enlightenment*, a comedy by Tolstol in a specially commissioned new translation by Michael Frayn; the British stage premiere of *Open Country*, a tragic-comedy of 1911 by Arthur Schnitzler in a specially commissioned new version by Tom Stoppard; and *The Orestia*, the massive trilogy by Aeschylus, in a specially commissioned new translation by Tony Harrison, production

with music and choruses by Harrison Birtwistle. Opening in the Lyttelton Theatre will be *Close of Play*, a new play by Simon Gray, and *For Services Rendered* by W. Somerset Maugham. The National Theatre's small auditorium, the Cottesloe, is to present *The Long Voyage Home*, four short plays of the sea by Eugene O'Neill, given together in a single production. The Cottesloe will also stage the first play in *The Orestia* trilogy, *Agamemnon*, as work-in-progress before it moves to the Olivier, where the other two plays, *The Libation Bearers* and *The Eumenides*, will then open alongside it to complete the production.

UK ECONOMIC INDICATORS

ECONOMIC ACTIVITY—Indices of industrial production, manufacturing output (1975=100); engineering orders (1970=100); retail sales volume, total sales value (1971=100); registered unemployment (excluding school leavers) and unfilled vacancies (000s). All seasonally adjusted.

	Indl. prod.	Mfg. output	Eng. order	Retail vol.	Retail value	Unemp.	Vacs.
1977							
3rd qtr.	106.2	103.2	106	104.3	234.2	1.413	151
4th qtr.	106.9	102.1	107	104.4	238.4	1.431	137
1978							
1st qtr.	107.1	102.5	110	106.3	246.0	1.409	188
2nd qtr.	111.1	105.0	106	108.0	254.2	1.387	213
3rd qtr.	110.6	104.8	108	110.8	267.6	1.380	212
May	110.1	104.7	115	108.4	255.2	1.366	210
June	111.7	105.3	109	108.7	257.3	1.365	217
July	111.1	105.2	109	111.4	265.8	1.371	217
August	110.9	105.2	110	111.3	270.3	1.392	209
Sept.	109.8	104.9	109	109.5	266.5	1.378	219
Oct.				109.5		1.360	228
Nov.						1.339	231

OUTPUT—By market sector: consumer goods investment goods, intermediate goods (materials and fuels); engineering output, metal manufacture, textiles, leather and clothing (1975=100); housing starts (000s, monthly average).

	Consumer goods	Invst. goods	Intmd. goods	Eng. output	Metal mfg.	Textile mfg.	Hous. starts
1977							
3rd qtr.	104.3	98.7	116.5	99.9	107.5	101.3	25.4
4th qtr.	104.9	97.5	114.4	98.7	107.8	100.2	20.7
1978							
1st qtr.	105.3	99.5	115.3	100.8	95.4	97.2	17.8
2nd qtr.	107.9	99.2	122.9	100.7	108.2	99.4	26.7
3rd qtr.	107.1	100.5	122.4	101.6	102.3	100.6	22.8
May	107.0	99.0	121.0	100.9	106.0	97.0	25.1
June	109.0	100.0	124.0	101.1	112.0	98.0	26.7
July	106.0	101.0	124.0	101.0	113.0	101.0	23.6
August	106.0	101.0	122.0	103.0	93.0	101.0	20.3
Sept.	107.0	99.0	121.0	100.0	101.0	99.0	24.5

EXTERNAL TRADE—Indices of export and import volume (1975=100); visible balance; current balance; oil balance; terms of trade (1975=100); exchange reserves.

	Export volume	Import volume	Visible balance	Current balance	Oil balance	Terms trade	Resv. US\$bn
1977							
3rd qtr.	124.4	106.6	+ 31	+ 574	- 602	101.0	13.4
4th qtr.	117.6	102.7	- 5	+ 507	- 657	102.4	20.39
1978							
1st qtr.	120.0	114.1	- 608	- 312	- 642	104.8	20.63
2nd qtr.	122.5	110.4	- 150	- 183	- 398	104.6	16.75
3rd qtr.	126.1	116.0	- 281	- 56	- 511	105.2	16.55
June	122.0	111.9	- 101	+ 10	- 107	104.2	16.54
July	127.1	116.1	- 124	- 39	- 22	104.5	16.54
August	125.2	111.2	- 68	+ 143	- 85	105.7	16.4
Sept.	120.7	- 215	- 140	- 195	- 105.5	16.51	
Oct.	128.2	111.8	+ 119	+ 209	- 131	105.2	15.97

FINANCIAL—Money supply M1 and sterling M3, bank advances in sterling to the private sector (three months' growth at annual rate); domestic credit expansion (M3); building societies' net inflow; HP, new credit, all seasonally adjusted. Minimum lending rate (end period).

	M1 %	M3 %	Bank advances %	DCE %	BS inflow	HP lending	MLR %
1977							
3rd qtr.	28.0	10.4	20.3	+ 263	1,157	1,149	7
4th qtr.	23.2	12.6	8.7	+ 698	1,339	1,189	7
1978							
1st qtr.	24.3	23.8	17.5	+ 1,791	1,049	1,260	61
2nd qtr.	8.5	13.7	24.6	+ 2,858	694	1,399	10
3rd qtr.	16.8	5.3	8.6	+ 328	746	1,427	10
June	8.5	15.7	24.6	+ 314	147	459	10
July	5.7	9.5	34.7	+ 104	200	458	10
August	5.7	1.6	15.7	- 292	200	493	10
Sept.	16.8	5.3	8.6	+ 713	346	476	10
Oct.	13.7	5.4	1.6	+ 535	383		10

INFLATION—Indices of earnings (Jan. 1976=100); basic materials and fuels, wholesale prices of manufactured products (1975=100); all prices and food prices (1974=100); FT commodity index (July 1952=100); trade weighted value of sterling (Dec. 1971=100).

	Earnings	Basic matts.	Wholesale matts.	RPI	Foodst.	Comdy.	Strlg.
1977							
3rd qtr.	116.1	146.4	142.9	184.7	192.1	239.9	61.3
4th qtr.	119.9	142.2	145.8	187.4	193.3	234.2	61.3
1978							
1st qtr.	125.1	149.2	149.2	190.8	197.2	238.61	64.5
2nd qtr.	129.9	146.3	154.7	195.8	203.5	242.27	61.5
3rd qtr.	133.2	144.9	154.7	199.2	206.2	253.74	62.4
June	135.1	147.0	152.7	197.2	206.7	242.27	61.3
July	136.6	145.8	153.8	198.1	206.1	237.68	62.1
August	131.7	144.2	154.8	199.4	206.2	248.54	62.4
Sept.	134.2	144.5	155.6	200.2	206.3	253.74	62.7
Oct.		145.7	156.4	201.1	205.5	265.32	63.1

* Not seasonally adjusted.

Book Review

Wagner to the life

by RONALD CRICHTON

Cosima Wagner's Diaries, Vol. I, 1869-1877. Edited and annotated by Martin Gregor-Dellin and Dietrich Mack. Translated and with an introduction by Geoffrey Skelton. Illustrated. 1,199 pages. Collins, 21s.

Cosima Wagner was the daughter of Liszt and Marie d'Agoult. Her first husband was her father's pupil, the pianist and conductor, Hans von Bülow, to whom she bore two daughters, and whom she left in November, 1888, to join Richard Wagner at Tribschen, near Lucerne. On January 1, on New Year's Day following, she began the diaries which were to continue until Wagner's death in 1883. He regarded them as material for the completion of his autobiography *Mein Leben*, begun earlier at the request of King Ludwig II of Bavaria. Cosima intended them for her children to read after her death as justification of her conduct to Bülow and to give them "the essence of Richard."

The existence of the Diaries was known. They were used as source material by two biographers, Glaser and du Moulin Eckart, but only recently have they passed out of strict custody. Cosima apparently entrusted them to her youngest daughter, Eva, who married Houston Stewart Chamberlain, Hitler's "ideal Englishman." Eva had a running feud with the Bayreuth archivist Otto Strobel. In order to prevent his gaining access to the Diaries she had them consigned to a bank vault in Munich where they were to remain for 30 years after her death—she lived until 1942. Recently they were published in Germany, and here they are being read by the general public through the readable translation by Geoffrey Skelton which in itself is a considerable achievement.

This first volume covers momentous years mainly at Tribschen, the charming, cosy villa on Lake Lucerne, and at Wahnfried, the uncharming, uncosy, headmaster's house which Wagner built for himself at Bayreuth. These were the years of resumption of work on *The Ring*, after the long gap filled by Tristan and Die Meistersinger, of the birth of the son, Siegfried (Cosima had already borne two more daughters, Isolde and Eva, officially Bülow's, actually Wagner's), of the choice of Bayreuth after the long cap filled by the production of *The Ring*, of the laying of the foundation-stone of the theatre, the building, and the opening in 1876.

What makes the Diaries fascinating is the setting of these events against a foreground of domestic trivialities. Cosima was acutely aware of their momentousness but (assuming no doubt that her children would be equally aware) she allows them to be half hidden by a mass of detail about what she, Richard, and the children did, said and felt—especially felt. Feelings included malaise was noted. Not a day but brought its ups and downs. Though there was laughter, much of the time was spent in tears—Cosima's health officially broke in middle age, but she lived to be over ninety, while of the children only two died before they were 70. And the dreams! Both Richard and Cosima's dreams are noted in vivid detail—they seem to have had nights as tormented as Strauss's Clytemnestra. Cosima wracked by visions of Hans von Bülow, Richard by glimpses of his dead first wife, Minna. The nightmare described on page 724 is worthy of Der Freischütz.

And yet, in spite of so much emotion, an enormous amount was done. Richard continued to write his music dramas on a scale not approached by anyone else before or since—to say nothing of his voluminous prose works and the elaborate preparations for Bayreuth. Apart from writing Bayreuth, apart from writing her diary, Cosima ran the house, controlled the children (Daniela, the eldest, had rebellious tendencies and once dared to describe one of Mama's jokes as "boring," an act of disloyalty which nearly shattered Cosima). When required, she acted as Richard's



Cosima and Richard Wagner

amanensis, only too glad to ink in pencil sketches for Siegfried and Götterdämmerung. They talked, they read widely and mostly aloud to one another (the Greeks, Shakespeare, Calderon, Goethe) they played piano duets. One of my favourite entries (February, 1876) runs: "Talked a lot about the Ariele, then about the trio of the Scherzo in the A major Symphony." When Siegfried was born Richard wrote the entries for Cosima, describing the experience through her eyes and with more skill as a writer than she possessed. But on the whole the directness of her writing (apparently she never wholly mastered German grammar) is an advantage.

Cosima was a ruthless but extremely capable woman who dealt with a situation difficult in many ways with a success that few other women could have achieved. Mine the success partner of all time, would have been useless now. And yet in spite of her intelligence and quick mind, the Diaries bristle with detail about what she, Richard, and the children did, said and felt—especially felt. Feelings included malaise was noted. Not a day but brought its ups and downs. Though there was laughter, much of the time was spent in tears—Cosima's health officially broke in middle age, but she lived to be over ninety, while of the children only two died before they were 70. And the dreams! Both Richard and Cosima's dreams are noted in vivid detail—they seem to have had nights as tormented as Strauss's Clytemnestra. Cosima wracked by visions of Hans von Bülow, Richard by glimpses of his dead first wife, Minna. The nightmare described on page 724 is worthy of Der Freischütz.

Most composers with a strong personality are unsure guides to other men's music. Wagner's reported comments are more often than not just, perceptive and enlightening, but he had his limitations too. One visit to Vienna abruptly introduced the couple to different worlds. Of Verdi's Requiem Cosima thought it "est to say nothing." Carmen, the next night, was "interesting for the glariness of the modern French manner." The ambiguity of Cosima and Richard's feelings for her father, Liszt, deserves a study in itself.

Paper and printing are good, illustrations mediocre—not a photograph of Cosima's hand writing. There are useful notes and a copious index which could be more detailed still. But why one volume and not two? The result is as unwieldy as the Peerage, and nobody reads that for the length of time the Diaries purportedly claim. For those who

to hold at the right height. In bed, it threatens to bruise the rib-cage. One has to devise impromptu book-rests in uncomfortable positions. The publisher must somehow invent a better format for the remainder of the Diaries. However, much physical discomfort they inflict, they will be especially awaited.

National Gallery paintings given ultra violet protection

Protection against fading caused by ultra violet rays has been given by the National Gallery to its rooms showing early and 15th century Italian paintings, by means of Sunshield clear adhesive filter film.

The work for these galleries, which contain much precious early Italian work, including Uccello's *Battle of San Romano*, was carried out by Sunshield, Windsor, under a Department of Environment contract, has involved treating 570 glass or perspex light fixtures in galleries one to five and the boardroom with about 6,000 sq ft of Sunshield clear polyester ultra violet filter adhesive film.

The Sunshield film replaced a loose-laid film which became torn and curled up so that its screening properties against ultra violet rays were not complete.

International festival of mime

Following sell-out seasons in the last two years, the third international London Mime Festival will take place from January 10 to February 10, 1979 at the Cockpit Theatre and elsewhere.

From classical mime to clown theatre, the festival offers a variety of performance styles, and this year for the first time includes special performances for children.

The main venue will be the Cockpit Theatre, with performances also being held at the French Institute Theatre, the Goethe Institute Theatre, Jack-an-the-Box Theatre and the Roundhouse Downstairs.

Sadler's Wells

Solo Ride by CLEMENT CRISP

Dancers are particularly fascinating as they stand in the wings of a theatre waiting to make an entrance: adorning with a costume, testing a shoe, brushing sweat away, they are yet utterly concentrated, their entire personalities in the narrow focus upon the task in hand. They look at their most beautiful, because most essential as artists.

These thoughts are prompted by a glimpse of Tom Jobe waiting just off-stage in Richard Alston's *Rainbow Hand*, which ended London Contemporary Dance Theatre's programme on Tuesday. Every angle of his body, the intense absorption of his pose, suggested a performer of noteworthy gifts. Jobe was the hero of the evening, dancing in all three ballets and starting in no uncertain terms in the newest piece of the repertoire — *Michele* by Berge's *Solo Ride*, which was receiving its London premiere.

It seems to me Berge's most accomplished work to date, and nor care, but I enjoyed the

probably his most mysterious dance for its unexpected nuances and for Jobe's dazzling performance in the central role. In *Siobhan Davies' ravishing*, hieratic *Sphinx* which began the evening, Jobe was also a central figure. There is a dance work of the most refined manner which suddenly reveals its interpreters as figures from a bas relief, and Jobe, in an extraordinary passage in which he swings his arms across his chest, seems to typify its stylistic elegance.

In Richard Alston's *Rainbow Hand* which ended an evening of second generation LCDT creativity, Jobe was part of a cast who gave an outstanding account of these rich, allusive dances. Of special interest was the appearance of Patrick Hardin-Turner, for my money one of the most rewarding virtuoso dancers in this country with his heroic, powerful style. London Contemporary Dance Condition. I neither comprehend, anyone interested in standards of dance excellence.

Book Review

Total theatre by SANDY WILSON

The Theatre of Erwin Piscator by John Willett. Eyre Methuen, £9.95, 22 pages.

I may as well confess at the outset that I am not a fan of Bertold Brecht. Thanks to the good offices of Kenneth Tynan, who was pushing Brecht at the time, I was present at the opening performance of the Berliner Ensemble in London. The play was *Mother Courage*, and, as Helena Weigel dragged that cart around the Palace Theatre stage for the umpteenth time, the friend I was with whispered to me, "Isn't it amazing the way they've all made themselves so plain?" After the show there was a party at the Tynans' flat, and when the Ensemble filed in, we discovered their secret. They didn't have to make themselves plain; they were plain.

The prospect, therefore, of reading a book about the man of whom Brecht said, "Let me tell you that of all the people who have been active in the Theatre over the last 20 years no one has been as close to me as you" was not particularly appealing. But in fact Erwin Piscator, though an intimate friend and rival of Brecht's never collaborated with him in his lifetime, only directing a production of *Mother Courage* after Brecht's death. Deprived of work under the regimes of both Hitler and Stalin, he came to New York

in 1938 and founded a Dramatic Workshop where the students included Brecht, Matthau, Sirrich, and Tennessee Williams — who admired Piscator so much that he asked to become his secretary. Returning to Germany after the war, he was at first ignored and then, in his old age, rediscovered by a new generation of political playwrights, among them Weiss and Hochbuth. He never worked in this country — a project for staging *War* and *Pease* was turned down, rather

loftily, by Olivier in 1938—but his techniques have been pieced together and plagiarised without acknowledgment by many a solid avant-garde director. The text of this book is short — less than 200 pages — but detailed and informative, and I have the feeling that it was time, I was present at the opening performance of the Berliner Ensemble in London. The play was *Mother Courage*, and, as Helena Weigel dragged that cart around the Palace Theatre stage for the umpteenth time, the friend I was with whispered to me, "Isn't it amazing the way they've all made themselves so plain?" After the show there was a party at the Tynans' flat, and when the Ensemble filed in, we discovered their secret. They didn't have to make themselves plain; they were plain.

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Last-ditch follies

PERHAPS THE most effective Parliamentary case against the Government's policy of pay sanctions was made by the Chancellor of the Exchequer. Mr. Healey argued feelingly that to allow settlements such as those reached by Ford and British Oxygen to go unpunished would be a breach of faith with workers who had already settled within the "official" limits, and would open such settlements for renegotiation. In other words, under free bargaining, workers settle for what they think they can get; but if a Government talks loudly enough about norms without being able to enforce them, the highest rate of settlement achieved may be seen as a norm, even by the Government itself.

Realities

This is not, it is true, the result of the sanctions policy itself, but of the fiction on which it is based: the fiction that there is still a national 5 per cent wages norm. The Government is defending this fiction to the last ditch, both because Ministers have put their personal prestige behind it, and because the opinion polls show that the idea of wage restraint has popular support. The polls reflect that fact that the public is now sufficiently educated to realise that each individual group would be better off if everyone else showed decent restraint.

Unfortunately the fall-back position, as Mr. Healey conceded, is that if everyone is not restrained, then at least everyone should get the same as everyone else. A failed policy is potentially more cost-inflationary than no policy at all. Bargaining based on realities is likely to be more rational than bargaining based on unenforced norms.

Sanctions might still have a kind of justification in those circumstances if there was any realistic hope that they would rescue the 5 per cent policy itself, and make sure that excessive settlements remain the exception; but this is a claim that Ministers hardly dare make themselves, and which nobody is likely to believe if it is made. The case made in their defence is purely pragmatic — they did, it is

Monopolies

The fact that the Conservative local authorities are already threatening to reduce the Ford sanctions to force is therefore a welcome development. The sooner the 5 per cent fiction can be decently buried, the sooner the Government can return to the serious business of checking inflation. This means letting the market impose its own sanctions on those employers who — unlike Ford — make settlements they cannot afford, and making it clear that the Government will not rescue them. It means addressing the problem of the excessive power of monopolies, not in defence of any norm, but of a workable labour market. It means explaining realities rather than maintaining fictions. The Government now faces defeat in the field and possibly in Parliament over a policy which has become a dangerous anachronism.

Madrid gets a cautious Yes

IT IS no secret that Spain's application to join the EEC has presented the Nine with problems that most of them would prefer not to have to face. Only the UK has reacted to the request with genuinely unreserved enthusiasm, and that for motives which most other Community Governments find suspect. The concern among the more federally minded Benelux countries, for example, is that the British reaction is based on the hope that a further round of enlargement will irrevocably dilute the Community into a glorified free trade area — the very development they fear the most. West Germany is concerned about the consequences of applying the Rome Treaty's free movement of labour provisions to new Mediterranean members, while France and Italy are deeply concerned about the effects on their agriculture.

The criteria

In its opinion on Spanish membership, the European Commission quite rightly points out that the problems presented by Spanish entry are quite different in scale from those presented by Greece and Portugal, whose applications are rather further advanced. There is, of course, no question of saying No to Spain. The Commission has never reacted negatively to an entry application, and provided an applicant country fulfils the two main criteria of being European and democratic it can be virtually assured of a recommendation to open entry negotiations. Despite their anxieties on the economic front, the Nine Governments have in any case already all decided that the political grounds for Spanish entry are overriding, as they are for Greece and Portugal too. It is accepted Community dogma that EEC membership is essential to underpin the fledgling democracies of the three Mediterranean applicants, all of whom have only recently emerged from dictatorship.

The question is thus no longer whether Spanish membership is desirable, but how it is to be achieved. The negotiations with Spain, just as the negotiations with Greece and Portugal, and the UK before them will concentrate on transitional arrangements. But while

Time needed

Clearly time will be needed to adjust the relatively backward Mediterranean agriculture of France and Italy to enable them to withstand Spanish competition. But there are also major potential difficulties on the industrial front. It will not be easy to persuade the Community's steel and textile industries that now is the moment to open up the EEC market to cheaper, competing products from Spain — a point of which the Commission is fully aware. Indeed, it suggests in its opinion that free movement of goods between Spain and the rest of the Community must be linked to Spanish acceptance of Community industrial policies like the Davignon Plan to prop up the Community steel industry.

Many other long-protected Spanish industries, on the other hand, will be unable to stand up to competition from the Community. Here, the Commission is quite right to propose that an immediate start be made on restructuring the Spanish economy, with Community aid. The Community could also make use of the time before Spain joins to rethink its own agricultural policies. Britain will doubtless lose no opportunity for pointing this out. In an ideal world, serious thought would also be given to the implications of the move to 12 members for the Community's institutions and decision-making procedures. But that is a Pandora's Box that many Governments will be reluctant to open.

RICHARD RILEY
... holding company chairmanJAMES BERE
... no underestimating crisis

AS Richard Nixon learned, there is a price to be paid for "toughing it out" and failing. It is difficult to resist the conclusion that the penalty being exacted from the Firestone Tire and Rubber Company is Tuesday night's surprising announcement of a merger with Borg-Warner Corporation. The company founded more than 78 years ago in Akron, Ohio, by Harvey Firestone, could not have found it easy to surrender its independence. But the decision to do so almost certainly derives from the fact that last month it was compelled to run up the flag of surrender in its battle to avoid recalling up to 13.5m of its allegedly unsafe "500" steel belted radial tyres.

The resulting union with Borg-Warner is in dollar terms, one of the largest in U.S. corporate history, approaching the \$2bn merger in 1976 between General Electric and Utah International. On Tuesday night's closing stock market prices the two companies had a combined value of around \$1.53bn. But their combined net worth is substantially greater at around \$1.5bn. Borg-Warner's approval for the merger plan cannot have been much easier to signal than Firestone's, despite the fact that the terms of the proposal appear to give it the status of senior partner.

The Chicago-based company has been undergoing considerable reorganisation in the last five years aimed at improving its profitability and reducing its dependence on supplying components to the auto industry, the cyclical fortunes of which make for a very uneven profit curve. Divestiture of marginal businesses and diversification through acquisition have brought considerable benefits to Borg-Warner, the income of which last year was 134 per cent higher than in 1973.

With this strategy starting to pay off, some of Borg-Warner's shareholders, including the leading West German component company Robert Bosch, are bound to be puzzled as to why the company should saddle itself with Firestone's problems. Doubtless, fuller explanations will be available in time.

When they are, the case for the union will probably rest on the lure of cheap assets and an optimistic view of Firestone's longer term outlook.

Although corporate shareholders are no longer gripped by the growth fetish of the 1960s which spurred management into a frenzied quest for annual earnings increases of 10-15 per cent, there is still an earnest and understandable desire for steadily increasing, good quality profits.

With many industrial sectors unable to look forward to the growth rates of previous decades, the "maturing economy," as it is called, is forcing many corporations to look for growth and diversification through acquisition. There is nothing new about this impulse, but the novelty of the last couple of years is that it is affecting an abnormal number of extremely large businesses, as can be seen from the accompanying table. The picture is one of a number of large, relatively cash rich corporations taking advantage of the bargain labels which the U.S. stock market has attached to some very respectable companies over the last few years. Thus in the first nine months of this year, actual or pending acquisitions worth more than \$100m totalled 58, well in excess of the 41 total for the whole of last year.

Borg-Warner, then, is maintaining a very solid trend in which a number of other motor industry supply companies, notably Eaton Corporation, have been participating. But what is the attraction of Firestone which, notwithstanding a very expensive advertising campaign featuring James Stewart, is not on anyone's list of glittering prizes?

Part of the answer must lie in the conviction of Mr. James Bere, Borg-Warner's chairman and chief executive, that Firestone's current difficulties are temporary and that once the next two or three years have been weathered it should again reap the benefits of being the U.S.'s second-largest tyre company. But Mr. Bere is unlikely to be underestimating the current crisis in Firestone's affairs, for he has been an outside member of the company's board since January 1977 and has had a grandstand view of its growing torment.

This started to build towards a climax earlier this year when, after examining 6,000 consumer reports detailing 14,000 separate tyre failures, the National Highway Traffic Safety Administration concluded that there was sufficient evidence to warrant a recall of Firestone's "500" steel belted radial. The implications of this conclusion were shattering to Firestone, which between 1972 and the spring of this year had marketed this tyre as its main radial product. It had produced some 23m units and both before and after the NHTSA's preliminary determination Firestone doggedly refused to accept that there could be any basis to the agency's finding.

The unfavourable publicity was magnified by public hearings during the summer. Still Firestone insisted that there was no safety defect in its tyre despite the fact that by this time it had lost nine court cases and settled 64 without trial. Most of these were brought by plaintiffs alleging personal injury

caused by tyre failure and one resulted in an out-of-court payment of \$1.4m following the death of two parents and the serious injury of their child.

Many observers felt that Firestone's public intransigence was only deepening the wound in this proud but conservative company. By September, in an apparent acknowledgment of its weak position, Firestone had hired top Washington lawyer Clark Clifford to try to negotiate as graceful a capitulation as possible. The settlement formula with the NHTSA was damaging but not the rout which it might have been. The NHTSA agreed that Firestone should replace "500" tyres sold after September 1, 1975, and manufactured before May 1, 1976, of which there are an estimated 7.5m still in use. In addition, Firestone will replace tyres sold before September 1, 1975, with the customer paying one half of the retail price of the new tyre. Some 6m of this category are still in use.

With characteristic caution, Firestone set up a reserve of \$235m to finance its debacle, although at worst its after-tax cost is expected to be about \$135m. Although extremely serious, this does not take the less from under the company's balance sheet. At the end of July Firestone had \$215m in cash and total debt amounting to 38 per cent of its capital. There has been no apparent boycott by the company's lenders, who agreed earlier this month to add \$125m of available bank credit lines, bringing the total which could be called on to \$350m.

But the financial impact of the settlement amplified losses Firestone was already suffering as a result of the closure of a number of plants in the U.S. and abroad prompted by the declining market for conventional cross-ply tyres. Write-offs amounting to \$74m brought the company to a nine-month loss of \$15.6m per share compared with a profit of \$25.50 per share. The price looks, therefore, to be generously rewarding Borg-Warner, accepting the uncertainties of the next few years while protecting Firestone shareholders through a \$1.0 annual dividend on the convertible preferred stock.

But what is the value, as one analyst observed yesterday morning, of owning a tyre operation spread over 135 countries if you cannot sell the product in the single most important market?

Mr. Bere of Borg-Warner, who will be the new holding company's president and chief executive, clearly believes this view to be too apocalyptic. He could be intriguing.

THE MERGER WITH BORG-WARNER

Firestone's penalty for braking late

BY JOHN WYLES IN NEW YORK

PARTNERS IN THE MERGER

BORG-WARNER IN 1977	(\$m)	FIRESTONE IN 1977	(\$m)
Sales	2,821.2	Sales	4,426.9
Net income	104.9	Net income	118.2
Employees	39,300	Employees	115,000
Breakdown of sales		Breakdown of sales	
Air conditioning	439.2	Tyres and related products	2,517.4
Chemicals and plastics	421.8	Rubber, textiles and plastics	376.2
Industrial products	424.3	Industrial and metal products	533.1
Transportation equipment	735.5	Total	4,426.9
Total	2,821.2		

Borg-Warner has substantial investments in Europe, chiefly in the UK, where it has factories making automatic transmissions and plastics. Firestone has tyre factories at Springfield and Wrexham in the UK, as well as in Sweden, Italy and France.

For the merger for the simple reason that the Firestone dividend, as secure as Fort Knox for 30 years, is now threatened. Management could well have been facing a rough ride from its shareholders anyway, and there was more than a sneaking suspicion on Wall Street yesterday that self-preservation has increased the attractiveness of the company's top executives.

The merger proposal allows for the management of Firestone as a separate subsidiary. The company's chairman, Mr. Richard Riley, will be chairman of the new holding company which will own the assets of both Firestone and Borg-Warner.

The terms of the agreement are complicated, but in essence they will involve the issue of around \$900m of securities in the proposed holding company, the common stock of which will be owned exclusively by Borg-Warner shareholders. Firestone shareholders will receive a mix of preferred stock and debentures which value their company at around \$15.16 per share compared with a box value of around \$25.50 per share. The price looks, therefore, to be generously rewarding Borg-Warner, accepting the uncertainties of the next few years while protecting Firestone shareholders through a \$1.0 annual dividend on the convertible preferred stock.

But what is the value, as one analyst observed yesterday morning, of owning a tyre operation spread over 135 countries if you cannot sell the product in the single most important market?

Mr. Bere of Borg-Warner, who will be the new holding company's president and chief executive, clearly believes this view to be too apocalyptic. He could be intriguing.

MEN AND MATTERS

Accountants on patrol

Six months after retiring as head of London's Fraud Squad, ex-Commander Thomas Edwards is preparing to go back on the beat. "I've spent some time resting in Wales but now I plan to take up some of the consultancy offers which I have received," he told me after talking at a McGraw Hill seminar on corporate fraud.

There were two separate poignant touches at the seminar. One of the five speakers was from Tansley Witt, auditors of William Press and Son, the civil engineering group whose offices were raided by the Inland Revenue on March 6. Another speaker was from Touche Ross, the accounting firm which only uncovered the error in SUIT's balance sheet while carrying out a random check on their client.

But it was Edwards who added the bite to the proceedings, complaining that citizen's desire to play the detective "often leads to inordinate and sometimes disastrous delays in reporting offences," that five-year lapsed between discovery and final adjudication is not uncommon, and that the Fraud Squad is still without any form of career structure. Aged 50, Edwards had to retire because of a serious operation. His own career included several notable cases, not least the Rolls Royce affair, before Sir Robert Mark put him in charge of the Squad. One snarl was missing, the complaint he had made in March that accountants should adopt a more positive approach to seeking out fraud. Had he changed his stand? "At that time the profession was anxious to define its role," he told me. And yesterday he had no hesitation in spelling out what that could be — much greater co-operation with the Fraud Squad, with short-term secondments a possible solution to the Fraud Squad's frequent need for experts.

The craze for collecting stocks and bonds came to a new peak in the Stock Market yesterday when 5 per cent of the London Railway 1905 reached par at £100 — the first time this side of the war and probably longer, "according to my man watching the more abstruse corners of the stock market. But it was hardly news to Stanley Gibbons, which last week realized £130 for a Honan Railway bond in mint condition in its first-ever auction of bond and share certificates.

Honan Railway is one of the prettier and rarer pieces of paper circulating in the City, and still a full 30 per cent ahead of such butterflies as Imperial Chinese Railway 1899, and 44 per cent Chinese Government 1908. All were more or less worthless before the beginning of the year.

My bond-watcher points out that Japanese and German bonds were worth a mere 2 per cent of their face value just after the war, and have since

been paid off in full. There have been murmurs that perhaps the Chinese will also do the decent thing. "Anything's possible," argues my bond-watcher. No-one seems to be quite sure just how much money is involved, but, discounting lampshades, bonds used as wallpaper, and bonds thrown away, the sum is thought to be not far off £25m.

In the light of China's desire to borrow rather larger amounts from the West to finance the modernisation of its industry, it is argued that looking "Jack the lad" by paying off minor old debts could be a shrewd move.

"We have no news about that," the Chinese charge d'affaires tells me.

Creeping back

CREEP lives. Not the Committee for the Re-election of the President but the Committee to Reject the Errors of the Ex-President. While the Oxford Union prepares to host Richard Nixon tonight, students at Pembroke College, Oxford, are preparing their own campaign. It was told yesterday by the undergraduate magazine, Isis. Unlike most national newspapers and the more pro-Union weekly Charwell, Isis is not being allocated seats to attend Nixon's speech, or so the magazine complained last night. But it has got wind of CREEP and its resolution condemning the "excesses of the Nixon administration" and the "amoralism of Nixon's political conduct." "We do not reject Nixon's right to speak but we would like to remind people of what went on. We are concerned that Nixon is trying to use the fact of speaking at Oxford to bolster his prestige," Isis adds.

Oil opulence

When OPEC settles down next month in Abu Dhabi to mull

over the price rises of the future all the delegates will be staying in the city's Hilton Hotel.

All that, except the star of an OPEC conference, Sheikh Ahmed Zaki Yamani.

Yamani will be the guest of the host of ministers, UAE's Mana Saad Al Otaiba, who has spent "probably more than \$1m on building a sumptuous annex to his private palace for his 'dear friend Yamani' to stay in while the eight-day conference is in progress.

Each room in the villa has individual stereo system, and is fitted with gold light switches. The three bathroom suites are equipped with sunken baths with 18-carat gold shower fittings and taps. The master bedroom for Yamani is fitted with an 8 ft circular bed. This has stereo and radio systems built into its head, and in yet another development from the days of the Arabian Nights Otaiba is installing a closed-circuit TV security system — and \$250,000 of bullet-proof windows.

Ghost letter

I have to report that a ghost slipped into the machine last week when I wrote about the South African Freedom Foundation (SAFF) receiving South African funds. In passing I appear to have appointed Peter Sparrow director-general of SAFF. Instead of leaving him where he actually is, namely at SAF (South Africa Foundation).

M and M award

The headline-of-the-year prize — pence whatever gems turn up before 1979 — must go to the Committee for Industrial Technologies newsletter: "DES gets CFIT's views on E and T."

Observer

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ECONOMIC VIEWPOINT

EMS: missed chances and false trails

ITALY'S ACCEPTANCE of a 6 per cent margin around its central exchange rate for its initial period of EMS membership removes all economic obstacles to Britain joining.

A band of 12 per cent between the weakest and strongest currencies, which this agreement permits, is quite large enough to satisfy an adherent of floating rates, provided that the authorities are prepared to change the central parity before the market rate reaches anywhere near the outer limits.

A moving band formula is available not just to Italy, but to any country outside the existing snake which wishes for it. This makes it possible to accept the political argument for membership and continue from within the discussions about how the system should develop.

The British Government is once again badly advised—this time in its dismissal of wider margins.

Absurd and offensive prestige considerations of not wanting to be in a so-called second league are also at work. One is moved to ask: What is more disreputable? To adopt wider margins along with Italy; or to remain in a third league on our own? The same riposte goes for those who believe that wider margins would be interpreted as a lack of confidence in the present market rate for sterling.

The rest of this article is concerned with a subject important in its own right, but which is a complete false trail as far as the EMS is concerned. The bad deal that the British are receiving on the EMS side of the EEC has been very well advertised. British contributions, net of receipts, will

be running from next year states is eliminated by the mechanism of public finance—Discussion: so far slightly more in unitary states from denoting the original such as the United Kingdom or British Treasury figures, has France, and slightly less in federal ones, such as Germany or the U.S. According to the MacDougall Committee fiscal transfers eliminate an even greater proportion—between a half and two-thirds—of temporary changes in regional income caused by short-term or cyclical fluctuations.

Very little of this redistribution is due to policies specifically labelled "regional". Most is due to the automatic effects of a progressive personal tax system and a bias in public expenditure programmes and social security transfers towards the poorer regions. In federal countries revenue-sharing and grants to subordinate governments also play a part. A very important point that emerges is that not transfers between regions are quite small as a proportion of GDP—around about 4 per cent in Italy and Britain—but sufficient to achieve this notable narrowing of regional income differentials.

It is this last fact which led the MacDougall Committee to report that it would be possible to achieve within the European Community something like the present rate of inter-regional redistribution within countries by a careful stepping up of the Community budget from its 1977 level of 0.7 per cent of Community GDP to a level no more than 2.1 per cent. Moreover, most of this could, in theory, be achieved without an increase in total public expenditure, but by a shift of finance of existing expenditures to the Community level. The Committee calls this level of integration pre-federal. "Non-federal" might be a less provocative label.

An extremely valuable study of how such transfers work and the implications for the development of the EEC was published last year by a committee set up by the European Commission under Sir Donald MacDougall. Its report started off by looking at regional income differentials within the Community. It estimated that the ratio of per capita GDP (gross domestic product) between the richest country, said to be Belgium, and the poorest, Ireland, was 2.2 in 1975—measured at purchasing power parity exchange rates. This compared with ratios of about 1.5 to 1.8 within countries such as Germany, France, and Britain.

The important point, however, is that about 40 per cent of the gross disparities between regions within individual nation

are eliminated by the mechanism of public finance—Discussion: so far slightly more in unitary states from denoting the original such as the United Kingdom or British Treasury figures, has France, and slightly less in federal ones, such as Germany or the U.S. According to the MacDougall Committee fiscal transfers eliminate an even greater proportion—between a half and two-thirds—of temporary changes in regional income caused by short-term or cyclical fluctuations.

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REGIONAL BALANCES (as percentage of gross regional product)		
	Public finance outflow (-) or inflow (+)	Balance of payments current account surplus (+) or deficit (-)
Relatively poor regions or states		
Germany (average 1968-70):		
Niederrhein	+ 3.4	- 4.5
Schleswig-Holstein	- 0.8	- 9.8
Niedersachsen	+ 2.0	- 13.4
France (1972):		
Bretagne	+ 11.0	- 15.0
UK (1964):		
Wales	+ 7.8	- 12.1
Scotland	+ 6.1	- 7.8
N. Ireland	- 16.1	- 21.7
Italy (average 1971-73):		
Abruzzi	- 14.8	- 14.8
Basilicata	- 28.9	- 42.3
Relatively rich regions or states		
Germany (average 1968-70):		
Baden-Württemberg	- 5.9	- 7.9
Nordrhein-Westfalen	- 4.5	- 5.2
Hessen	- 2.9	- 2.2
UK (1964):		
South East	- 4.8	- 2.4
West Midlands	- 2.9	- 3.2
Italy (average 1971-73):		
Piemonte	- 7.4	- 10.9
Lombardia	- 11.1	- 15.2
Liguria	- 4.4	- 12.4

* Difference between federal or central expenditures and revenues allocated to the region.

† Difference between regional product and domestic expenditures.

Source: MacDougall report.

The proposed expanded budgetary terms, would be loan set would have to be designed financing or loan guarantees by which a deliberately high the European Community for powerful redistributive effect, national projects with or without Community finance would, for out an interest-rate subsidy. The instance, be provided for urban financing of Community expenditure and for existing measures. There is clearly a family resemblance between many of the MacDougall ideas and some of the offers being made to Italy and Ireland to entice these countries into the EMS; and the

Report is also echoed in some of the ideas for the future finance of the budget put forward by Mr. Christopher Tugendhat, the EEC Commissioner for the Budget. But it is also clear that present proposals are on nothing like that scale, or high powered enough in their redistributive effects to establish the automatic equalisation envisaged by the Committee.

Within each state the willingness of citizens to make inter-regional transfers depends on a sense of national solidarity. Is there anything comparable at the Community level? There is a good deal of Community solidarity in Germany and her smaller neighbours, some in Italy, less in France and less of all in Britain. Overall, voters and politicians in the richer areas would have to be persuaded that there were tangible benefits from closer economic union—whether materially or in, say, a more effective defence capability—to make the transfers worthwhile.

Such resource transfers would be necessary as part of a full economic union which would have to have a large political content. But are they really the key to a monetary union or even to less ambitious schemes for "fixed exchange rates" in Europe? It is here that different issues are often confused.

How far do the differing balance-of-payments and currency experiences of the countries of the European Community reflect differences in real factors such as crop failures, regional poverty, or structural shifts of industry, and how far do they simply reflect monetary divergences? It is on this that the importance of otherwise of budgetary

matters for monetary union depends.

While it might be plausible to attribute the modest payments imbalances and exchange-rate changes of the 1950s and early to middle 1960s in part to real disturbances, the much greater imbalances of recent years are mainly monetary in origin. Of course, the 1973-74 oil-price explosion was a genuine real disturbance; but it was common to all countries in the European Community, not a particular blow to one or two, which could have been cushioned by a "high powered Community budget".

Desirable though income transfers may be, either for their own sake or as an inducement to the removal of the non-tariff barriers still separating members, it is highly doubtful whether they are technically necessary to establish a monetary union in the sense of fixed or even rigid exchange rates. The MacDougall Report may have given a misleading emphasis to the fact that public finance outflows or inflows roughly offset "balance-of-payments" current-account surpluses or deficits within each country.

As a matter of accountancy, the overall balance of payments has to balance; and it is highly likely that without the public finance inflows into Basilicata or Brittany these regions would not have these very large current-account deficits. One is the mirror image of the other. Balance of payments problems between countries with separate currencies largely reflect differential monetary movements which national authorities are unwilling to see completely reflected in exchange rate movements. They have little to do with riches or

poverty. The wealthy U.S. has had payments problems since the late 1950s while Salazar's Portugal had a strong balance of payments position.

A simple illustration will show how wrong it can be to see balance of payments or currency problems in terms of real transfers between regions. Wales receives a net inflow through UK public finances of about 8 per cent of the Welsh gross regional product. If an independent Welsh pound were established, but the Principality remained within a loosely bound UK, it might be reasonable to continue these transfers. But let us suppose the Welsh then indicate their currency, but are not prepared to devalue the Welsh pound sufficiently, and their deficit with the UK doubled: would it then be reasonable to double the fiscal transfer to 16 per cent?

The wider European ideal of economic union comprises both a fiscal and a monetary side. But it is untrue to suppose that a monetary union, still less an exchange rate link, requires fiscal transfers. To put the matter the other way round: fiscal transfers cannot be expected to underpin a monetary scheme which is unworkable or objectionable on its own terms. Mr. Healey's original desire to keep the two questions distinct was a sound one. It is a pity that British attitudes have moved towards a confusion of largely separate issues, and it is doubtful whether such confusion will advance British interests in the political horse-trading likely in the weeks and months ahead.

Samuel Brittan

*Report of the Study Group on the Role of Public Finance in European Integration, Commission of the European Communities, Brussels, 1977.

Letters to the Editor

Industrial oblivion

From Mr. G. Inna

Sir—In his column of November 17 Lombard very nearly put his finger on the weak link in British industry between research and commercial exploitation of the results of scientific research. He quite correctly identifies the "engineers" (just as diverse a group as the "scientists") as essential to the process of putting scientific discoveries to practical use. He notes in his final paragraph that successful West German companies have engineers in top positions but he failed to look at the top men in British companies. Perhaps he was running out of column inches!

In West Germany the law requires that some of the top positions in German industrial companies should be held by qualified engineers. Compare the situation with many UK industrial companies. You will find in the board a lord or a knight at least, a few public schoolboys, chaps with arts degrees from top Universities, various relations and other family hangers-on and the rest will be mainly accountants. As Lombard points out, the engineer is an inferior being, a coarse fellow with dirty hands and not fit to mix with the board of directors.

Of course, decisions on company policy, where to allocate funds and the industrial strategy are the prerogative of the board. Considering the general composition of such British boards it is not surprising that they often fail to appreciate the significance of many scientific discoveries and the necessary engineering development. The more technically oriented company leadership in West Germany and North America is quick to grasp the significance of scientific discoveries made in this country and get cracking on development while our highly paid top bookkeepers are still wondering what it does or how it works.

We have some very successful companies I'm glad to say, and it is instructive to examine the composition of their boards of directors.

What I would like to see is a genuine team with a proper spread of skills and relevant experience in our company boards. I fear, alas, the only way the situation can be changed is by legislation, perhaps on the West German model. Now our Government have in mind to appoint quasi-politicians to our boards of directors—a further step towards industrial oblivion.

G. S. Inna,
Forge Cottage, The Street,
Willesborough, Ashford, Kent.

VAT and works of art

From Lord McCloskey

Sir—In your issue of November 24, under the heading "Indifferent to culture," Mr. Hugh Leggett pronounces me guilty by association with an allegedly Philistine Treasury, and all because I said, in a House of Lords debate, that it is possible to exaggerate the effect of VAT as a tax incentive to export works of art.

But Mr. Leggett does me an injustice. I said in very specific terms that the Government would be advised any tax scheme which would encourage "this regrettable tendency" in export works of art from the U.K. I merely drew attention to other relevant circumstances so that the alleged tax incentive to export could be seen in context.

What I said was: "Value added tax is a tax on domestic consumption, and it is a normal feature of this type of tax

that it does not fall on goods sent out of the country. It is therefore logical to relieve such a supply from tax and to allow recovery of tax paid at the time of purchase or importation. This relief provides no incentive to a dealer to sell a work of art to an overseas buyer, since the dealer's receipts from such a sale are the same as if he had sold to a UK customer. Of course, he has to charge tax to the UK purchaser, and therefore at first sight the purchaser in the UK seems to have to pay more, but it is usual to find that the purchaser abroad has to pay value added tax on importation of the goods, and in any event he usually has to pay higher transport and higher insurance costs. So, while not suggesting that the point has no validity, I think that there is danger that it may be exaggerated."

I still believe that that is fair and accurate; it certainly does not display a "profound indifference to cultural affairs" as Mr. Leggett suggests.

Lord McCloskey,
House of Lords, SW1.

Added value payments

From Mr. E. Fox

Sir—I would like to nominate N. L. Cragoe's letter (November 22) on added value payments for the most arrogant letter of the week award.

He condescends to admit that the operator (chapp or typist) is the best person to sort out a problem, but when it comes to knowing about or helping to eliminate the background industrial democracy etc.—this is "claptrap".

Why is it that the people who actually produce the wealth when they all our wages/salaries/dividends, are the ones whom everyone else wants to control, and screw down?

Does Mr. Cragoe suggest that shareholders, disc jockeys, lecturers in management and business studies etc., etc. be paid according to the value added calculated by a group on which they were not represented?

With forelock firmly in hand,
I remain,
Eric Fox,
7 Upwood Road, Hillsborough,
Sheffield.

The rate for PR

From Mr. P. Brown

Sir—We would not disagree with Mr. Ley's statements (November 26) that the going rate for experienced public relations executives is in the range £6,000-£7,500, depending to some extent on geographic locations.

The full title of the group quoted by Michael Dixon in his recent review of Reward findings was public relations and information officers and managers. It therefore includes a fair number of candidates who are not experienced in that profession. The information area in both public and private organisations is normally less well paid than professional PR and there are a fair number of slightly older officers in information units, whose salaries are below those shown as the Reward average.

In addition, Michael Dixon did mention that Reward figures might be adjusted by percentage overlays for different types of employer. This adjustment would bring the median salary for a PR and information Executive officer working for a large employer, to around £5,000. As Reward is used to plot

remuneration trends for staff in different disciplines, it is not a more interesting comparison would be whether Mr. Ley's survey of National Union of Journalists members in PR shows, approximately the same percentage increase in the 12 months to September as our own figure of 10.6 per cent.

Peter M. Brown,
Synergy Publishing,
1 Mill Street, Stone, Staffordshire.

Monetary system

From the Chairman,
London Europe Society

Sir—There is something very unconvincing about the arguments of the Government's Green Paper on the European monetary system (EMS). The Government admits that the downward float of the pound has been inflationary and that it has not produced the hoped-for export-led recovery of production. Yet it appears to be preparing to turn down, for technical reasons, the best system the State can produce for currency stabilisation.

Since 1973 when the pound started its latest period of major

Exchange control restrictions

From Mr. R. Cohn

Sir—Your front page article of November 22, headed "Sterling support package to lapse" pointed out that the financial support package arranged by Britain during the sterling crisis of late 1976 has had the last rites pronounced on it by the Treasury. No mention or move seems to have been made by the Treasury in respect of the controversial directive under ECU Exchange Control Act 1947 which restricts the activities of UK based merchants buying and selling goods outside the UK.

The ruling is applicable to those who are not given special exchange control status such as cinema and theatre who have been given very wide exemptions under special Bank of England schemes. Other companies trading in various products in the face of enormous international competition are being penalised because the Treasury sought to stabilise the pound in 1976 and to bring back to the foreign exchange reserves some £1bn which were being used to finance trade outside the UK.

The benefits of this move have now been reflected in the UK balance of payments reserve; the rules however still stand virtually completely unaltered and no move is being undertaken to change or relax the rules in any way. Some of the problems UK merchants are facing are as follows:

Companies incorporated and having their working capital in the UK in sterling find themselves in a position of having surplus sterling funds and currency overdrafts forced upon them. Under the rules UK resident companies are forced to borrow currencies to finance merchanting operations even though sterling balances may be available. With large fluctuations of interest rates, the main beneficiaries are the banks who are obtaining a turn on the interest funds themselves in a position of lending sterling at disadvantageous rates relative to the current borrowing rates.

Where a merchant is required to quote to a country or organisation in sterling he finds himself in a position, in many cases, of having to hear an exchange risk. In particular, sales to countries who have large borrowings for

derivation has been the opposite of what was expected: we have become even less productive in international relative terms, and the Germans have become even more productive.

Yet now, when we have the chance of holding the pound steady, backed by a very substantial stabilisation fund of £17bn, we are apparently about to decide that we want to stay out of the effective part of EMS—exchange-rate stabilisation—and retain the right to start the pound on its downward path again.

Why should we want to turn down the best available disciplinary framework for containing our short-term profligacy, ridding the long-term inflation rate, and producing a sustainable expansion in the economy? Because we believe tragically that convergence of the Nine's economic policies is necessary? The last four years have been ample evidence that that will never occur without the restoration of exchange-rate discipline. One is left with the nagging suspicion that the rejection is to please the extreme left and the Labour Party's congenial anti-European, with a view to the coming General Election.

The downward float has failed in its long-term objectives. If we now turn down the chance of durable recovery through currency stability, people in other countries may enter another period of doubt about our national economy, our national judgment—and our national judgment.

The downward float has failed in its long-term objectives. If we now turn down the chance of durable recovery through currency stability, people in other countries may enter another period of doubt about our national economy, our national judgment—and our national judgment.

example Chaux, are affected and where sales of products which are not manufactured in the UK, clearly the merchant is at an extreme disadvantage. When British merchants offer to an organisation which insists on quotations being made in the currency of the country quoting, again the merchant finds himself at a disadvantage, a particular example would be certain United Nations tenders, which require quotes in sterling from British merchants who are very often quoting for goods not manufactured in the UK.

Traditional purchases from third countries which have traditional links with the UK—for example India, tend to be made in sterling, which requires quotes in sterling from British merchants who are very often quoting for goods not manufactured in the UK.

The administrative problems to small companies is staggering. The rules have led to a merchant opening two accounts for his currency account and have originally held, one for import/export transactions, the other for merchanting transactions. The work involved in running duplicate bank accounts for small companies and the onus of responsibility on these companies to conform with the regulations is heavy and expensive.

Concessions have been made to ECUER which have resulted in the ability to retain profits for up to 12 months as financing for further merchanting activities. While this can be an advantage to the trader, the situation now is that a British exporter of non-physical goods can only retain the currency for a period of six months. In certain circumstances therefore it may be advantageous for the merchant to buy from an overseas supplier rather than from a British manufacturer.

There are other specific problems encountered by many companies in various trades but the smaller companies have the greatest problems as the relative increase in work and staff required to maintain the ruling is greater and more telling on profitability. A change in policy regarding this directive is now overdue and all traders should press for its total removal.

R. P. H. Cohn,
Hardy House,
118-120 Goswell Road, EC1

Looking after the customer

From the Secretary,
British Insurance Brokers' Association

Sir—We are indebted to Eric Short for drawing attention to our appointment of a consumer relations officer (Money Monitor, November 28). We are glad we should provide the doubts Mr. Short expresses about the role Mr. Hall will play.

Over the past months British insurance brokers have voluntarily become subject to statutory control, have published a stringent code of conduct and have laid down disciplinary procedures to be invoked if needed.

As a result of this action by the responsible members of the industry members of the public are increasingly using British Insurance Brokers' Association membership as a criterion for choosing an insurance broker and are turning to the association for advice and information. Mr. Hall's appointment is one of a series of steps taken by RIBA to ensure that consumers are fully assisted when dealing with members. His main task is not, therefore, "to lean on slow paying insurance companies." He will provide help and information about problems consumers face in dealing with insurers and his work will extend to assisting Citizens' Advice Bureaux and various consumer bodies to resolve difficulties which may arise between consumers and insurance brokers. He will co-ordinate the extensive help to consumers given throughout the country.

As Mr. Short has said, Mr. Hall will not arbitrate in disputes over the amount of a claim, nor will he give a second opinion on whether a customer has entered into the right contract, for these are matters which can only be resolved between the parties to the contract.

A. A. Teale,
Fountain House,
130 Fenchurch Street.

Today's Events

OFFICIAL STATISTICS
Energy Trend figures from Dept. of Energy.

PARLIAMENTARY BUSINESS
House of Commons: Merchant Shipping Bill, second reading.

House of Lords: Forestry Bill, committee stage. Order on referendum on Welsh devolution. Public Health Laboratory Service Bill, second reading. Short debate on increase in atmospheric carbon dioxide and apparent changes in global weather patterns.

Select committee—Race Relations and Immigration. Subject: Effects of UK membership of EEC on race relations and immigration. Witnesses: Mr. David Lane and Commission for Racial Equality officials. 4 pm, Room 6.

COMPANY RESULTS
Final dividends: National and Commercial Banking Group. Interim dividends: Racial Electronics, Scottish and Universal Investments, 600 Group. Interim figures: British Petroleum (3rd quarter), Morzan Crucible (3rd quarter).

COMPANY MEETINGS
Courtenay Pope, Tottenham, 11. Ductile Steels, Willehall, 3. Este, Prop. Inv., 15. Abchurch Lane, EC, 12.15. G. Universal Stores, 20. Aldermanbury, EC, 12. Hunt and Moscorp (Middleton), Manchester, 12. Raine Engineering Industries, Sheffield, 12.

GENERAL
President Carter holds news conference, Washington.

Chancellor Schmidt discusses European Monetary System with German Central Bank Council.

President Assad of Syria on official visit to Hungary (second of four days).

Post Office statement on success of Royal Mail parcels service. Government launch scheme to provide savings and mortgage-linked loans for first-time house buyers.

Times newspapers last day of publication before management suspends printing. Christmas wine sale, including Bordeaux rarities.

Mr. Richard Nixon, former U.S. President, speaks at Oxford Union.

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Sharp rise in business at Standard Life

BY ERIC SHORT

A successful year this year for the UK and personal business in the UK is heralded by the results published yesterday by the UK's largest mutual life company, the Edinburgh-based Standard Life Assurance Company. The life company, in contrast to most other life companies, closes its books on November 15 and for the year just ended reports a substantial increase in both its life and its personal business.

New annual premiums for ordinary life business in the UK advanced by 12 per cent over the 12 months to November 15, 1978 amounting to £19.4m, while new single premiums were 42 per cent higher at £2.2m.

The most successful markets in this sector of business were individual pensions for directors and executives, self-employed pensions and contracts connected with house purchase. Annual premiums on the company's Standard Plan A for executives totalled £3.5m compared with £1.4m in the previous year, a rise of 147 per cent. Single premiums under this contract nearly doubled to £1.7m.

Annual premiums on personal pension policies for the self-employed rose by 162 per cent from £1.9m to £2.4m, while single premiums were one quarter higher at £2.2m.

These results confirm reports that the executive pension and the self-employed pension markets have been this year's best sellers in the UK life insurance industry.

Sales of life policies were also buoyant during the year, in contrast to the previous year when they were comparatively dull.

Annual premiums on contracts used to repay off house purchase mortgages were 43 per cent higher. The savings market not connected with house purchase also showed a considerable advance on the previous year.

Annual premiums on the company's two main savings contracts, the Early Maturity Option and the Gemini policy, were 16 per cent higher than last year.

These results reflect a more active house purchase market and a higher level of personal savings arising from an improvement in the overall earnings of the community.

Life companies would appear to have benefited from the start in April of the new State pension scheme. This gave employers the option to opt out of the earnings-related part of the scheme and the company's Standard Plan A for executives totalled £3.5m compared with £1.4m in the previous year, a rise of 147 per cent.

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Brickhouse Dudley advances at midway

AN ADVANCE in pre-tax profits from £10.9m to £11.1m on turnover of £101m in 1978 is reported by Brickhouse Dudley for the six months to December 30, 1978.

Earnings per share are up to 2.50p from 2.44p and the interim dividend is raised from 0.75p to 0.80p. There is also a deferred final of 0.023543p in respect of 1977-78 and this brings the total for that year to 2.554343p on profit of £10.9m.

Tax for the first half took £600,000 (£418,000) leaving the net balance up from £285,000 to £230,000.

The company is a wholly owned subsidiary of the parent company, states that the interim results have exceeded original expectations and the board is confident that the future for the full year should continue to reflect this trend.

"Should this prove to be the case the directors intend to increase the full year dividend some way towards the £1.00 maximum permitted level allowed for companies whose increase in dividend cover allows them to do so."

Mr. Michael Huxtable, chairman, states that the interim results have exceeded original expectations and the board is confident that the future for the full year should continue to reflect this trend.

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Transvaal Consolidated Land and Exploration Company Limited

(Incorporated in the Republic of South Africa)
A Member of the Barlow Rand Group

FROM THE STATEMENT BY THE CHAIRMAN MR. A. C. PETERSON

The financial results of the T.C.L. group have shown a healthy increase compared with the 1977 results.

The consolidated profit before taxation rose by 15.4 per cent and, after deducting taxation and the interests of the outside shareholders, by 16.2 per cent.

Largely as a result of the strong upward movement in the price received for gold, the dividends from the gold and uranium investments improved in the year. The dividend receipts were also enhanced following an increase in the company's holding of shares in Blyvooruitzicht Gold Mining Company, Limited.

The past year was notable for the completion of the bulk of the work, and the production of the first coal, at the Richards Bay opencast mine and also the excellent progress at the Tugela opencast mine.

The expansion programme that was commenced last year. However, sales revenue declined slightly for the year and the recovery is viewed as a medium to long range prospect.

Investment realisation during the year produced a higher than usual profit as the result of a decision to sell shares to provide funds for expansion in other areas.

Coal

On the inland market there has been a steady drop in demand during the past three years of recession and it has taken a further period for the situation to recover. Some of this decrease stems from Eskom's concentration of its power generation in large new power stations which are able to feed power into the national grid from the Eastern Transvaal with the effect that the consumption of coal by older stations supplied by the Transvaal Coal Owners Association and the Natal Associated Collieries has been reduced.

In addition the South African Railways, through its policy of converting to electric locomotives, has reduced its consumption of coal and will continue to do so in the future.

In the export field there have been a number of enquiries for the supply of substantial tonnages of coal in the 1980s. Large consumers have been endeavouring to secure long-term supplies but with the number of new producers, prices have become highly competitive. Steel production has shown little growth and consequently our deliveries of coal for metallurgical purposes have not improved on the previous years' levels.

The export market continues to be of great importance not only to South Africa's balance of payments position but also to the welfare of its coal industry.

The second phase in the expansion of the facilities and loading appliances at Richards Bay has proceeded according to schedule and the loading facility is expected to achieve its designed throughput of 20 million tons per annum in 1979. The increased efficiency of this terminal during the past year has been an important factor in the improved profitability of our collieries.

Our collieries, in my view, are well placed to continue to expand and to increase exports and it is essential that a good allocation in the export trade be granted to it.

Duysba Opencast Mine

The Duysba Opencast Mine is currently being developed as a section of Witbank Colliery, to supply ESCOM's new 3,600 MW Duysba Power Station with its fuel needs. This power station will come on stream in 1979 and will be one of the largest coal-fired power stations in the world. The Duysba coal block, some 20 km south-east of the town of Witbank, contains sufficient reserves to fuel the power station for over 30 years.

Exploration and development

During the year our exploration activities, while mainly centred in the Transvaal, included prospects in South West Africa, the Orange Free State and the Cape Province.

Potentially viable deposits of chrome ore, principally in the Western Transvaal, have been proved, but exploitation of these deposits will have to wait until the supply/demand position justifies such action.

The tin exploration programme on company farms in the Potgietersrus area is now almost complete. Unfortunately this programme failed to disclose any really significant ore body though some limited tonnages of low grade ore were indicated.

A high proportion of the exploration effort was allocated to the search for additional coal deposits. Options were acquired over fairly extensive blocks of ground which are now being systematically examined. On an in situ basis our proved reserves, and potential additional reserves, now amount to some 3,500 million tons and 4,500 million tons respectively.

A recent review of the Randpar market indicates that the demand is still considerably less than the installed supply capacity. In view of this situation, the exploitation of the Randpar coal reserves by the company's farms in the Western Transvaal must continue to be delayed.

Uranium

While there are at present very real problems confronting the nuclear power industry, the outlook for uranium is still considered to be sound. In the long term, the world's energy requirements can only be satisfied under economically acceptable conditions if nuclear power generation is fully exploited. I believe that future nuclear power plants will be among the cleanest sources of energy and that the anti-nuclear attitude of realistic environmentalists will become more accommodating. However, the uranium industry, especially in the United States, is in a very difficult position. It is being squeezed by the lobby of the anti-nuclear industry, which is motivated by considerations other than the preservation of the environment, and opposition from this sector is the problem facing the nuclear industry.

In the United States, it is the outstanding questions inhibiting the growth of nuclear power will be resolved by the countries participating in the International Nuclear Fuel Cycle Evaluation. The decision taken by the Australian Government to allow uranium production in their country to be increased, and the Canadian Government's relaxation on the embargo on uranium exports, have contributed to a softening of the market and prices have tended to stagnate over the past year.

In spite of these rather complex developments, I believe that the uranium industry, and the future uranium output of both Harmony and Blyvooruitzicht will be disposed of without any great difficulty and at prices which will yield acceptable profits. The enlarged uranium production facility at Blyvooruitzicht came on stream during the year and is now operating at full capacity. Harmony has successfully negotiated a contract for the sale of uranium from the new plant to be erected at Merriespruit. This contract includes an interest-free loan of R33 million to the purchaser of the uranium, which will be used to fund the expenditure incurred in establishing the new uranium plant.

Platinum

With a better balance between supply and demand in the market for platinum, the free market price together with the published producer prices for this metal have improved strongly during the year. In consequence, Rustenburg Platinum Mines Limited has been able to resume dividend payments with an 8 cents per share dividend declared on 2nd October, 1978.

Chromium

At foreshadowed last year the demand for chrome on both the local and export markets has not increased at the rate anticipated when mine and ferrochrome plant capacities were expanded and there has consequently been a softening in prices. Although prices by the T.C.L. group chrome mines increased in volume, profit margins came under severe pressure and resulted in lower profits for the year. The outlook for 1979 is not good. Slack demand and general overproduction will tend to keep prices low during this period and the contribution to the group from this source will be limited. The group is well placed to take advantage of any expansion in the market for South African chrome which must, I think, develop because the world's aspect chrome reserves are situated in this country and because in due course increasing demand will come from the major chrome alloy plants in the Transvaal.

Forestry and timber

Lotzba Forests Limited, in which T.C.L. has a 61 per cent interest, continued with the policy of replacing non-afforestation land by land suitable for afforestation in the Eastern Transvaal. The company enlarged its forestry area during the year and it derived a moderate increase in profit from its sawmilling operations.

Dividends and future prospects

The interim dividend declared in May, 1978, was 35 cents per share and the final dividend for the year, at 75 cents per share, was declared on 26th October, 1978, making a total of 110 cents per share for the financial year. For the year ahead the coal earnings of the group before tax and interest should increase considerably with the commencement of production at Blyvooruitzicht. Dividends from gold and platinum investments should also improve but, as mentioned earlier, the contribution from the chrome mines will be limited. Interest payable on borrowings utilised for the capital works at Blyvooruitzicht and the chrome mines will no longer be capitalised but will be charged to profits. In addition, amortisation charges on these assets will commence. For 1979 the sum of these amounts will be substantial and will probably result in the net profit of the group after tax, amortisation and interest being fairly close to that for 1978.

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Routledge ahead to £206,000

PRE-TAX profits of Routledge and Kegan Paul, publishers, rose from £182,000 to £206,000 in the half year to September 30, 1978.

The interim dividend is raised from 1.25p to 1.40p. Last year's total dividend was 4.05p on pre-tax profits of £261,000. Stated earnings per 25p share are up from 7.6p to 8.4p.

Turnover for the six months was £1.87m, against £1.82m and tax takes £107,000 (£95,000).

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INTERNATIONAL FINANCIAL AND COMPANY NEWS

Ampol Petroleum boosted by exploration subsidiary

BY OUR OWN CORRESPONDENT

SYDNEY, Nov. 29.

INCREASED PRICES for locally-produced oil enabled Ampol Petroleum to post record earnings in the year to September 30, despite widespread industrial unrest in the second half and continued heavy discounting of motor spirit.

Net profit rose 17.9 per cent from A\$8.45m to A\$9.98m (US\$113.5m). If the equity profits of associated companies are included, the group result rose from A\$10.1m to A\$12.07m. In November there was considerable addition, there were extraordinary profits of A\$917,000 for Ampol and A\$1.53m as the equity share in extraordinary profits of associated companies.

The major factor in the improvement was a 1.7 per cent rise in the price of motor spirit, which was 65.2 per cent owned Ampol. Exploration which operates the Barrow Island oilfields, in Western Australia.

Control of costs was cited by the directors as another factor behind the increased earnings. The result was achieved on a 15.6 per cent increase in total revenue to A\$383.8m (US\$488m), giving a return of 3.1 per cent on turnover. The earnings per share, before including equity profits, were 7.1 cents. The dividend is held steady at 6 cents a share.

Between September and November there was considerable industrial unrest in New South Wales where strikes by refinery workers depleted stocks of motor spirit.

The directors expect that it will take months for the situation to return to normal. There was also a nationwide strike of drivers and aircraft refuellers. The managing director of Ampol, Mr. A. E. Harris said that the company's earnings as good as the previous year but that the

board was very disturbed at the recent disputes. He suggested that the oil industry needed a new approach to industrial relations, including clarification of jurisdictions, to avoid serious problems to the community and the nation. The industry contributed to a fall in the growth of the motor spirit markets, which rose 2.9 per cent in the first half and only 0.5 per cent in the final six months. For the full year the spirit market rose 3.1 per cent, compared with 6.7 per cent in the previous year.

Reflecting the industrial problems, the group's earnings dipped for the year, Mr. Harris said that discounting of motor spirit, which has been widespread for years, had a heavier impact in the latest year than had previously been encountered.

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Alcoa Australia smelter plans

BY JAMES FORTH

SYDNEY, Nov. 29.

ALCOA of Australia, the major integrated aluminium group, plans to spend A\$85m (US\$98.6m) to expand its aluminium smelter at Pt. Henry in Victoria. Alcoa will add a third potline to the smelter which will lift capacity from 112,000 tonnes a year to 161,000 tonnes.

Most of the additional tonnage will be shipped to overseas markets, mainly Japan and South East Asia. At present Alcoa exports about 35 per cent of its

production but this is expected to rise to around 50 per cent when the expansion is completed. The expansion will make Pt. Henry the largest of the existing three smelters. At present Alcoa's major rival, Comalco, is in the lead with its 112,000 tonnes a year plant at Bell Bay in Australia.

Alcoa Australia has a much smaller smelter near Newcastle in New South Wales, which is in the midst of expanding capacity from 50,000 tonnes a year to 75,000 tonnes. Comalco heads a

consortium which is planning a A\$500m smelter at Gladstone Queensland with an output of 185,000 tonnes a year.

The Govt consortium, which operates a bauxite-alumina project in The Northern Territory, is considering building a smelter of at least 35,000 tonnes a year and possibly more. It is owned by Alcoa of the U.S. and Mitsui of Japan—is studying proposals for a 200,000 tonnes a year smelter in NSW. Alcoa at present is not established in Australia.

Improved results in Japan

BY RICHARD C. HANSON

TOKYO, Nov. 29.

JAPANESE COMPANIES are continuing to show an overall increase in profits despite the deflationary impact of export controls, general economic uncertainty and a worsening of conditions in structurally weak sectors, such as shipbuilding, according to a survey of September half-year earnings by the economic newspaper, Nihon Keizai Shimbun.

A compilation of earnings from 820 companies listed on the three major Japanese stock exchanges (excluding financial institutions) shows net profit in the September half as up an average of 0.3 per cent from the prior quarter, when they gained 1.7 per cent. The projection for the current half, ending March, is for a third successive half-year gain, of 9.3 per cent.

Pre-tax operating profit in the September half was up 6.6 per cent over the prior half, but is expected to gain only 1.4 per cent in the March half-year, as electric power companies have agreed to make a return to consumers out of their heavy exchange profits, through some price reductions. Excluding the electric power sector, the September half would be up 6.7 per cent by March.

Underlining the difficulties being faced by companies, the Ministry of International Trade and Industry (MITI), in a separate report today, said that sagging exports of key products as a result of the sharp rise in the yen in the foreign exchanges drove industrial production in October down and adjusted 0.3 per cent from September—the second decline in four months, following a 0.9 per cent decrease in July.

The industrial output report is preliminary, but indicates that export performance is worse than previously expected. A MITI survey of company output, planned earlier had projected a 2.3 per cent gain for October. Shipments also fell, by 1.5 per cent, the first monthly drop since July while inventories showed an increase of 0.6 per cent—the first monthly expansion in six months.

Meanwhile, the Bank of Japan reports that wholesale prices at mid-November had moved higher for the second ten-day period in a row, by 0.1 per cent, as a decline in the yen's value boosted prices for crude oil and other imports. The price index for 1027 bases on 100 in 1975, down 3.2 per cent from a year ago.

The Nihon Keizai earnings survey revealed that sales in the September half-year fell 3.1 per cent from the March half-year, in which they rose 1.1 per cent. Sales are expected to be up 5.4 per cent this half-year.

Much of the increase in profits is the result of factors unrelated to operating performance, such as exchange gains from cheaper imports, sales of securities and rationalising of operations. The steel sector, for example, had a 22.7 per cent increase in pre-tax operating (current) profits, but this resulted in part from the low levels of profitability in the prior half-year, when many steel companies were forced to sell large amounts of securities in order to show a gain.

This has led to the curious situation of many companies showing declining revenues while operating profit registers gains. Of the 820 companies surveyed, 42.6 per cent showed both sales and operating profit increases. But 15.3 per cent reported that revenues were down and profits up. Of the remaining companies, 29.9 per cent had both sales and profit declines, and 10.6 per cent had a profit dip despite an increase in revenues.

Japanese hold more foreign securities

TOKYO, Nov. 29.

ACQUISITIONS of foreign securities by Japanese investors during the first-half of the 1978-79 fiscal year, ended 33.70m shares, an increase on the 30.70m acquired in the same period of the previous year, the Finance Ministry announced. The total also exceeds the past yearly record of 32.24m in 1973-74.

The sharp rise was caused by growing interest differentials between Japan and the U.S., availability of surplus funds for Japanese corporations and institutional investors, and the belief that the Yen's appreciation had

reached its peak, the Ministry said. The bulk of the investments was in three-month to six-month U.S. Treasury bills, and long-term U.S. Government and corporate bonds while interest in U.S. stocks was low because of a boom in the Japanese stock market. Securities sources said the investors included industrial and business corporations and trading houses as well as life and non-life insurance companies, smaller financial institutions, and other institutional investors. They pointed out that the

secondary market yield of three-month U.S. Treasury bills is about 8 per cent compared with a three month deposit rate of 2.5 per cent at Japanese banks while long-term dollar bonds in the U.S. yield about 9 per cent compared with slightly above 6 per cent for national bonds in Japan.

The recent recovery of the U.S. dollar after the announcement of President Carter's defence package had further increased Japanese investor interest in U.S. bonds. Router

Pioneer Electronic earnings recovery

By Yoko Shibata

TOKYO, Nov. 29.

PIONEER ELECTRONIC is well on the way to an earnings recovery which was shown in the latest financial year. To September, helped by the company's counter-measures against appreciation of the yen.

On a non-consolidated basis, current profits went up by 1.1 per cent to ¥18.5bn, despite a setback in net profits of ¥10.2bn (US\$1.8m)—a decline of 1.7 per cent. Sales were ¥167.3bn, up 1.7 per cent over the previous fiscal year. Per share profits were ¥118.8, compared with ¥121.7 in fiscal 1977.

Exports, which improved by 16 per cent, accounted for 56 per cent of the total sales, as a result of strong demand for car stereos in the U.S. market. Stereo sales in domestic market were sluggish and were affected by brisk sales of air-conditioners and refrigerators against the background of the hot summer weather.

Pioneer's dollar based exports accounted for 60 per cent of the total turnover. An exchange loss of ¥12bn-¥13bn was suffered, with the sharp appreciation of the yen. The group's earnings dipped for the year, Mr. Harris said that discounting of motor spirit, which has been widespread for years, had a heavier impact in the latest year than had previously been encountered.

For the current fiscal year, Pioneer expects current profits of ¥20bn, and net profits of ¥18bn. Sales, it is believed, will be up 7.5 per cent on the 1978 figure, at ¥180bn. Pioneer's consolidated net profits covering 26 subsidiaries were ¥17.1bn, a rise of 1.2 per cent, on sales of ¥207.9bn, up 8.6 per cent.

Net profits per American depositary share, which represents two shares of common stock, were ¥13.1, against ¥14.9.

ARAB SHIPPING

Gulf push for liner trade

BY IAN HARGREAVES, SHIPPING CORRESPONDENT

PAN-ARAB shipping ambitions, general manager, the tough-minded and autocratic Englishman Mr. Donald Tod, Mr. Tod, last two years because of increasing losses on oil tanker operations, were given a boost on Tuesday with the publication of the first set of accounts from the United Arab Shipping Company.

United Arab, formed from the nucleus of the state-owned Kuwait Shipping Company in 1976, reported net profits of KD 8.1m (US\$1.7m) for its first 18-month trading period to December last year.

This is not a spectacularly good result for a company capitalised at KD 180m (some US\$80m) which has relatively little interest-bearing debt—KD 3.8m interest was paid in the period under review. Under the terms of its Articles of Association, profit of the amount achieved are to be used to permit payment of a dividend to shareholders.

Dividends, however, are not, at least at this stage in the company's history, the first consideration of the shareholders, the Governments of Kuwait, United Arab Emirates, Saudi Arabia, Bahrain, Qatar and Iraq.

The reason these states formed UASC was much more a reflection of their desire to construct a solid base in the field of non-hydrocarbons shipping as part of the downstream industrialisation favoured by the Organisation of Arab Petroleum Exporting Countries.

Oil tanker transport is catered for by the nine-state Arab Maritime Petroleum Transport Company, also Kuwait-based, which last year showed an operating loss of KD 6.3m, a position which has been retained somewhat this year as a result of the recent flurry in spot tanker freight markets.

With 58, mostly very modern ships and four container vessels under construction in Korea, United Arab has crossed the 1m ton threshold and entered as a significant force in Middle East liner trades. In so doing, it has also demonstrated a competence which could one day make it a significant cross trader.

Its history is curiously bound up with that of its present

fleet depreciation of KD 91m and contributions of over KD 2.5m from subsidiaries. The fleet is valued in the book at KD 168m.

The company has, however, exceeded its available funds by KD 3.5m and this liquidity problem has forced it into the European banking market in search of an 8-year loan of \$100m. Half this sum will go to finance the Korean ships—snapped up at the remarkable

barren price of \$12m each—and half to help the cash flow.

Clearly the company's directors could, rather than borrowing, have simply chosen to pump in a further tranche of KD 500m capital authorised under the Articles of Association. Part of the attraction of a loan is that it allows the company's books to reflect the cost of its money.

UASC's cash position is certainly much worse than its founders could reasonably have expected. This is because of the downturn in trading conditions in Middle East liner trades in the past 18 months.

The main cause of this downturn was the freezing of the Gulf ports from their chronic congestion, which UASC estimates to have effectively released an extra 20 per cent shipping capacity at a time when Gulf state economies were overhauling and trade growth slowing down.

Since the ports were unjammed early last year, shipping rates have tumbled and although there have been a handful of rationalisations and departures

from the trade, rates have not recovered noticeably for general break-bulk cargo and for container, a firmer trend in mid-year having not been sustained.

Mr. Tod says that the lines, UASC included, need a 20 to 30 per cent improvement in returns to make the business viable and he is hopeful that the shell-shocked conferences can be galvanised into achieving this aim.

If the conferences succeed, it will be good news for a number of Europe's largest shipping lines, including Nedlloyd of Holland, and P and O of the UK, with whom UASC has a joint container company.

In this climate UASC has no immediate plans to continue its dramatic recent expansion, having only just taken delivery of the last of 38 vessels, 25,000 dwt multi-courtesy cargo liners from Scotland and Korea.

Mr. Tod says that he wants to test out the new container ships to see whether they prove to be ideal size and to see a little more clearly how the break between general cargo, container and oil-on-roll-off shipping in the Gulf turns out. UASC is dependent upon Gulf destinations for 95 per cent of its business, serving Europe, the Far East and the U.S. in what is almost entirely a one-way trade.

Yesterday's report did, however, point to two other possible developments: buying bulk carriers for grain shipments to the Gulf and investing in specialist vessels, such as car carriers or heavy lift ships.

These ideas are still at the research stage, but the first would, if implemented, presumably have to involve UASC in a general tramp shipping operation as it could hardly operate shipping economically purely on the erratic patterns of grain movements to the Gulf.

With or without these ventures, though, there can be no doubt in the minds of the European, Japanese and American shipping companies which have dominated these routes that UASC is emerging alongside other ambitious developing country national lines, as a formidable challenge to the industry's traditional balance of power.

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Girozentrale

Hong Kong and China Gas

By Ron Richardson

HONG KONG, Nov. 29. HONG KONG AND CHINA GAS COMPANY, the sole supplier of town gas in the colony, will pay an unchanged third interim dividend of 19 HK cents for its current year, to September 31. The payment will bring the total so far this year to 57 cents, as previously.

Last year the company followed up with a final payment of 27 cents, after net attributable profit rose about 21 per cent to HK\$19.2m (US\$4.4m).

In the first half of the current year earnings after tax are estimated to have been up a little more than 9 per cent.

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Woolworths to accept NZ bid

BY DAI HAYWARD

WELLINGTON, Nov. 29.

WOOLWORTHS, of Australia, the parent company of Woolworths (NZ), intends to accept the recent takeover offer from the New Zealand grocery and wholesaler John L. D. Nathan. The company will retain its shares in the Nathan group, acquired as part of the take-over deal.

The take-over, which still has to be approved by the New Zealand Commerce Commission, should increase Nathan's profitability, giving Woolworths a sound investment, says the Woolworths' chairman, Sir Theo Kelly.

The profit after-tax of Woolworths (NZ) this year rose 59 per cent to NZ\$1.2m (US\$1.3m). Although sales were sluggish early in the year, they recovered strongly in the second six months.

Profits rise at Wearne Brothers

BY H. F. LEE

SINGAPORE, Nov. 29.

WEARNE BROTHERS, a leading motor trader in Singapore and in Malaya, has reported a 15 per cent improvement in profit for the year to September. Post-tax profit was S\$17.1m (US\$7.7m), against S\$14.8m (US\$6.7m) in the previous year.

Turnover rose by 19 per cent to S\$350.7m (US\$159m). However, Wearne said, profit margins were under pressure, so that the

group's profits did not rise in unit volume. Wearne has declared a second interim dividend (in lieu of a final dividend) of 12 per cent. The total distribution for the year is amount to 17 per cent, compared with the equivalent of 14.87 per cent for the previous year after adjusting for a bonus issue in January.

JOHANNESBURG, Nov. 29. Tax shields of subsidiary companies were substantially utilised by the end of September this year.

In the year to September 30 pre-tax profit was R4.1m (94.7m), while earnings per share totalled 29.9 cents and the dividend distribution was 15 cents.

Rand Mines Properties sees gain

AN EXPECTED minor improvement in the property and timber markets in 1979 could lead to a small increase in taxed profits of Rand Mines Properties the company's chairman, Mr. J. B. Marce said in the annual report.

Profitability in 1979, he said, would be affected by a higher tax change because many of the



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of shares of Dfls 10.— nominal, fully ranking for dividend distributions for 1979 and subsequent years. It is intended to make another bonus issue in shares from the tax-free share premium reserve in 1979, in addition to the dividend distributions for 1978. The shares/exchangeable bearer depositary receipts which are in issue at present, will participate in any such distribution. The number of exchangeable bearer depositary receipts of shares will be increased to the extent necessary in connection with the conversion of subordinated convertible debentures.

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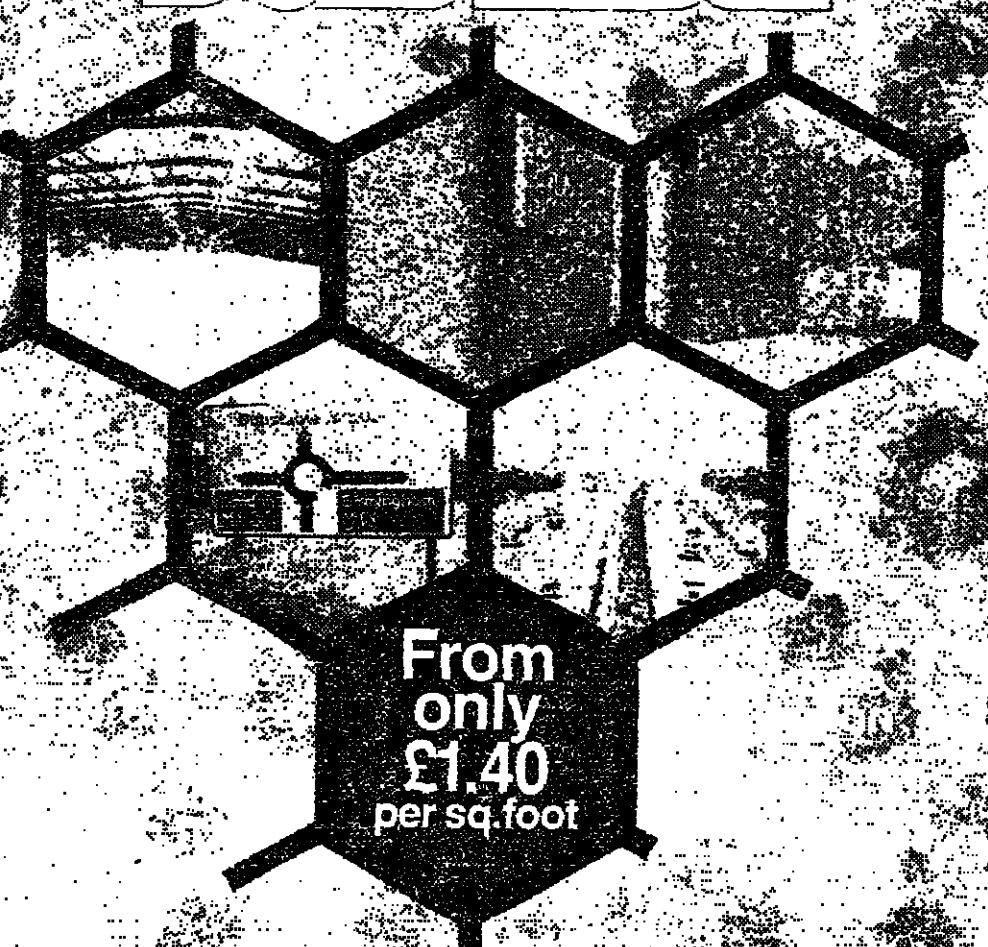
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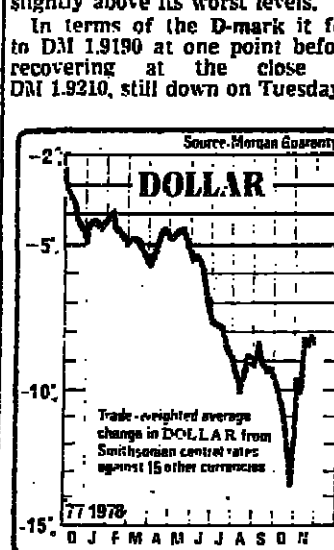
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مكتبة الأصل

Currency, Money and Gold Markets

\$ falls after trade figures

Trading in yesterday's foreign exchange market fell basically into two parts, before and after the announcement of the U.S. trade figures for October. Early trading saw the dollar drift slightly easier in very subdued conditions. The \$2.13bn trade deficit was a little worse than expected. Most projections had been pitched between \$1bn and \$2bn after September's deficit of \$1.69bn. After the announcement, the dollar declined, but finished slightly above its worst levels.



close of DM 1.8275. Similarly the Swiss franc touched SwFr 1.7170 before easing to SwFr 1.7205, again well up on the previous close of SwFr 1.7390.

Using Morgan Guaranty figures at noon in New York, the dollar's trade weighted average depreciation widened to 8.4 per cent from 8.2 per cent on Tuesday. On Bank of England figures, its index fell from 83.1 to 84.3.

Sterling opened at \$1.9450-1.9460 and briefly touched \$1.9440 before settling at \$1.9475 around lunchtime. With the trade figures affecting the dollar, sterling improved soon after the announcement to \$1.9550, but with the dollar coming back slightly at the close, the pound finished at \$1.9510-1.9520, a rise of 35 points from the previous close. Against other major currencies, sterling showed a slight improvement on index on Bank of England figures improved to 62.7 against

62.8, having stood at 62.5 at noon on Tuesday. The dollar was generally believed that official intervention had prevented a further fall.

PARIS—The larger-than-expected October U.S. trade deficit pushed the dollar down against most currencies despite central bank intervention. Towards the close, the dollar was quoted at Fr 4.4020, against Fr 4.4225 in the morning and Fr 4.4175 on Tuesday.

ZURICH—After a steady start, the dollar eased slightly in late morning trading, although dealers pointed out that there had been any real movement at all. The dollar was quoted at SwFr 1.7385, down from SwFr 1.7400 soon after the opening and SwFr 1.7385 on Tuesday.

ANSTERDAM—The dollar was fixed at Fl.2010 yesterday, slightly down from Tuesday's fixing of Fl.2060. In later trading the U.S. currency was quoted at Fl.2020. MILAN—The dollar was fixed at L551.0 at yesterday's fixing, which showed a slight loss from Tuesday's fixing level of L551.70.

TOKYO—The U.S. dollar firmed above Tuesday's close of ¥195.275. There was a general feeling in the market that a deficit for October of more than \$2bn would create further pressure on the dollar, although there was some feeling that the deficit would not let it slide too far and would intervene in the market.

Trading in the spot market totalled \$391m, with \$89m for forward transactions, and \$688m figures improved to 62.7 against

THE POUND SPOT				FORWARD AGAINST £			
Nov. 28	Back rate	Day's spread	Close	One month	Three months	Six months	One year
U.S. \$	94 1/2	1/2	94 1/2	94 1/2	94 1/2	94 1/2	94 1/2
Canadian \$	104 1/2	1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2
Swiss Fr	173 1/2	1/2	173 1/2	173 1/2	173 1/2	173 1/2	173 1/2
Deutsche Mark	1.73 1/2	1/2	1.73 1/2	1.73 1/2	1.73 1/2	1.73 1/2	1.73 1/2
French Fr	4.40 1/2	1/2	4.40 1/2	4.40 1/2	4.40 1/2	4.40 1/2	4.40 1/2
Italian Lira	201 1/2	1/2	201 1/2	201 1/2	201 1/2	201 1/2	201 1/2
Spanish Ptas	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Port. Esc	200 1/2	1/2	200 1/2	200 1/2	200 1/2	200 1/2	200 1/2
Belgian Fr	33 1/2	1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2
Dutch Gld	3.76 1/2	1/2	3.76 1/2	3.76 1/2	3.76 1/2	3.76 1/2	3.76 1/2
Austrian Sch	13.76 1/2	1/2	13.76 1/2	13.76 1/2	13.76 1/2	13.76 1/2	13.76 1/2
Yen	195 1/2	1/2	195 1/2	195 1/2	195 1/2	195 1/2	195 1/2
Argentine Ptas	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Chilean Pesos	50 1/2	1/2	50 1/2	50 1/2	50 1/2	50 1/2	50 1/2
Colombian Pesos	200 1/2	1/2	200 1/2	200 1/2	200 1/2	200 1/2	200 1/2
Costa Rican Colones	100 1/2	1/2	100 1/2	100 1/2	100 1/2	100 1/2	100 1/2
Czech Koruna	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Danish Krone	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
East German Mark	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
West German Mark	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Japanese Yen	195 1/2	1/2	195 1/2	195 1/2	195 1/2	195 1/2	195 1/2
South African Rand	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
South Korean Won	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Thai Baht	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indonesian Rupiah	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Malaysian Ringgit	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Singapore Dollar	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Philippine Peso	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Chinese Yuan	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indian Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Pakistani Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Sri Lankan Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Thai Baht	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indonesian Rupiah	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Malaysian Ringgit	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Singapore Dollar	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Philippine Peso	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Chinese Yuan	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indian Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Pakistani Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Sri Lankan Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2

THE DOLLAR SPOT				FORWARD AGAINST \$			
Nov. 28	Back rate	Day's spread	Close	One month	Three months	Six months	One year
U.S. \$	94 1/2	1/2	94 1/2	94 1/2	94 1/2	94 1/2	94 1/2
Canadian \$	104 1/2	1/2	104 1/2	104 1/2	104 1/2	104 1/2	104 1/2
Swiss Fr	173 1/2	1/2	173 1/2	173 1/2	173 1/2	173 1/2	173 1/2
Deutsche Mark	1.73 1/2	1/2	1.73 1/2	1.73 1/2	1.73 1/2	1.73 1/2	1.73 1/2
French Fr	4.40 1/2	1/2	4.40 1/2	4.40 1/2	4.40 1/2	4.40 1/2	4.40 1/2
Italian Lira	201 1/2	1/2	201 1/2	201 1/2	201 1/2	201 1/2	201 1/2
Spanish Ptas	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Port. Esc	200 1/2	1/2	200 1/2	200 1/2	200 1/2	200 1/2	200 1/2
Belgian Fr	33 1/2	1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2
Dutch Gld	3.76 1/2	1/2	3.76 1/2	3.76 1/2	3.76 1/2	3.76 1/2	3.76 1/2
Austrian Sch	13.76 1/2	1/2	13.76 1/2	13.76 1/2	13.76 1/2	13.76 1/2	13.76 1/2
Yen	195 1/2	1/2	195 1/2	195 1/2	195 1/2	195 1/2	195 1/2
Argentine Ptas	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Chilean Pesos	50 1/2	1/2	50 1/2	50 1/2	50 1/2	50 1/2	50 1/2
Colombian Pesos	200 1/2	1/2	200 1/2	200 1/2	200 1/2	200 1/2	200 1/2
Costa Rican Colones	100 1/2	1/2	100 1/2	100 1/2	100 1/2	100 1/2	100 1/2
Czech Koruna	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Danish Krone	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
East German Mark	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
West German Mark	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Japanese Yen	195 1/2	1/2	195 1/2	195 1/2	195 1/2	195 1/2	195 1/2
South African Rand	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
South Korean Won	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Thai Baht	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indonesian Rupiah	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Malaysian Ringgit	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Singapore Dollar	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Philippine Peso	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Chinese Yuan	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Indian Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Pakistani Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2
Sri Lankan Rupee	166 1/2	1/2	166 1/2	166 1/2	166 1/2	166 1/2	166 1/2

CURRENCY RATES				CURRENCY MOVEMENTS			
November 28	Special Drawing Rights	European Unit of Account	U.S. Dollar	November 27	Bank of Mexico	Bank of Mexico	Bank of Mexico
	1.450000	1.450000	1.000000	November 26	Bank of Mexico	Bank of Mexico	Bank of Mexico
U.S. dollar	1.398900	1.398900	1.000000	November 25	Bank of Mexico	Bank of Mexico	Bank of Mexico
Canadian dollar	1.537200	1.537200	1.000000	November 24	Bank of Mexico	Bank of Mexico	Bank of Mexico
Austrian schilling	17.4240	16.9700	1.000000	November 23	Bank of Mexico	Bank of Mexico	Bank of Mexico
Italian franc	366.1500	366.1500	1.000000	November 22	Bank of Mexico	Bank of Mexico	Bank of Mexico
Spanish peseta	166.6300	166.6300	1.000000	November 21	Bank of Mexico	Bank of Mexico	Bank of Mexico
French franc	1.735600	1.735600	1.000000	November 20	Bank of Mexico	Bank of Mexico	Bank of Mexico
Deutsche mark	2.499500	2.509400	1.000000	November 19	Bank of Mexico	Bank of Mexico	Bank of Mexico
Belgian franc	1.735600	1.735600	1.000000	November 18	Bank of Mexico	Bank of Mexico	Bank of Mexico
Dutch guilder	5.621700	5.678100	1.000000	November 17	Bank of Mexico	Bank of Mexico	Bank of Mexico
Swiss franc	1.735600	1.735600	1.000000	November 16	Bank of Mexico	Bank of Mexico	Bank of Mexico
Portuguese escudo	200.4800	110.9100	1.000000	November 15	Bank of Mexico	Bank of Mexico	Bank of Mexico
Argentine peso	1.450000	1.450000	1.000000	November 14	Bank of Mexico	Bank of Mexico	Bank of Mexico
Chilean peso	1.450000	1.450000	1.000000	November 13	Bank of Mexico	Bank of Mexico	Bank of Mexico
Colombian peso	2.000000	2.000000	1.000000	November 12	Bank of Mexico	Bank of Mexico	Bank of Mexico
Costa Rican colón	1.000000	1.000000	1.000000	November 11	Bank of Mexico	Bank of Mexico	Bank of Mexico
Czech koruna	1.666700	1.666700	1.000000	November 10	Bank of Mexico	Bank of Mexico	Bank of Mexico
Danish krone	1.666700	1.666700	1.000000	November 9	Bank of Mexico	Bank of Mexico	Bank of Mexico
East German mark	1.666700	1.666700	1.000000	November 8	Bank of Mexico	Bank of Mexico	Bank of Mexico
West German mark	1.666700	1.666700	1.000000	November 7	Bank of Mexico	Bank of Mexico	Bank of Mexico
Japanese yen	1.666700	1.666700	1.000000	November 6	Bank of Mexico	Bank of Mexico	Bank of Mexico
South African rand	1.666700	1.666700	1.000000	November 5	Bank of Mexico	Bank of Mexico	Bank of Mexico
South Korean won	1.666700	1.666700	1.000000	November 4	Bank of Mexico	Bank of Mexico	Bank of Mexico

100,000,000

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10, Cannon Street, EC4P 4BY

Thursday November 30 1978

Cricket
the
major
passion

By John McCaughey

BARBADOS, IT is generally conceded, remains the most British of the many islands that England once owned in the Caribbean. But, in fact, one suspects that it might really have been colonised largely by the Irish: so good-humoured, easy-going, polite and literate is the populace.

Discovered and promptly abandoned by the Portuguese in 1536 (they gave it its name because a species of local fig tree, with roots running from the branches to the soil, reminded them of an old man's beard), Barbados was first settled by the British in 1625 when the somewhat inept captain of a colonists' ship called the Olive Blossom ended up there as a result of a series of navigational errors. The English stayed anyway and, from then until independence in 1966, no flag but the Union Jack ever fluttered above the island.

Fanatics

One consequence of this has been the evolution of a nation of cricket fanatics. All West Indians are passionate about cricket, but Barbados has distinguished itself by producing the legendary Sir Gary Sobers and by (with most uncommon restraint) having somehow contrived to be the only island in the Caribbean that has never undergone a riot because of a test match.

The failure to riot denotes no slackening of enthusiasm. Balance of payments problems, unemployment and even religion

take a very poor second place among all levels of the population to conversation on cricketing topics. Most weekends of the year, more than a hundred full-scale matches take place on the crowded little island—games which frequently involve the humiliation of a visiting British side, which has allowed itself to be weakened by the sun or by the local "Eclipse" rum.

Its reputation as a cheerful, cricket-mad island-in-the-sun has greatly assisted the marketing efforts of tourism officials, and tourism is now the country's principal industry. Impressed by an infrastructure that few developing countries can match, tourists tend to recommend the island to friends. And the "repeat-visitor" factor (a significant indicator in the highly-competitive Caribbean market) is high in Barbados.

As they celebrate the 12th anniversary of their independence today, Barbadians are by and large feeling pleased with the state of their nation. The economy is generally considered to be in better shape than it has been in recent years (or than it is in the majority of neighbouring islands), and it is certainly in better shape than a glance at the island's small size and meagre resources would suggest.

Prime Minister J. M. G. (Tom) Adams, a 47-year-old barrister and leader of the Barbadian Labour Party (BLP), won a convincing victory in the September, 1976 general election,

which ended 15 years of government by Mr. Errol Barrow's rival Democratic Labour Party (DLP). Although he has suffered one by-election defeat in the meantime (largely as a result of a lacklustre candidate and the unpopular economic measures he introduced shortly after coming to power), Mr. Adams retains an authoritative 10-seat majority in the 24-seat House of Assembly. He does not have to go to the polls again until 1981.

Differences

The BLP election victory can probably be traced more to a widespread feeling of it being "time for a change" than to anything else, because few enough ideological differences are detectable between the two main parties. The DLP claims to be more "socialist" than the BLP "businessman's party," but they are both organised along broadly similar social democratic lines, and the opposition has not come out with any serious alternatives to the present Government's economic policies.

Fulfilling a pledge delivered in the heat of the election campaign, the Prime Minister appointed Sir Herbert Duffus, a retired Jamaican Chief Justice, to conduct a one-man inquiry into the financial dealings of the DLP Government between 1961 and 1976.

Sir Herbert's report will be delivered to the Government shortly but it is considered unlikely that he will have un-

covered any "Barbados Water-gate." "I would not be surprised if he has found considerable evidence of incompetence," one businessman wryly observed to me, "but incompetence is hardly an actionable offence by politicians. I doubt if there's evidence of any real corruption."

This view is shared by the Democratic Labour Party, which has loudly protested its innocence and says that it is serenely unconcerned by any revelations which may be contained in the report.

A more serious worry facing the island is its unemployment. Now running at around 16 per cent (much higher among the under-25s), unemployment is a Caribbean-wide problem that is aggravated in Barbados by a bulge in the number of young people coming on to the job market.

The Government is vigorously pursuing a policy of attracting labour-intensive industries, but it faces considerable competition from other countries with a similar goal, as well as the long-term threat of vociferous protectionist lobbies in the West closing their markets to industries (such as textiles and electronics) which have been established in Barbados in recent years.

One scheme which the Government has adopted to fight unemployment has been the introduction of a 2½ per cent payroll levy on larger companies. The levy is part of a complex, three-year plan which provides tax rebates to companies that boost their work-

force by 8 per cent per annum. The levy has been bitterly attacked by local businessmen ("a stick rather than a carrot," said one of them indignantly), who deny that it is an incentive for any real increase in employment. Frenzied arguments about its usefulness (complicated by technical differences of opinion on the accuracy of official measurement of the labour force and unemployment) continue to reverberate throughout the island.

The row has marred the normally cordial relations between the business community and a Government that is firmly committed to the idea of a thriving public sector, and it is doubtful whether the levy's marginal efficacy is worth the ill-feeling to which it has given rise.

Another source of friction between the Government and the private sector is the rate at which wages have been increasing. Earlier this year, the Prime Minister spoke of keeping wage rises down to about 5 per cent—but the target has been greeted with about as much enthusiasm as Ford workers in Britain recently greeted towards Prime Minister Callaghan's 5 per cent guideline.

The country's 16,000 civil servants were recently granted pay rises of more than 20 per cent over two years (although they had had a 15 per cent rise in 1977 and a 30 per cent one the year before), sugar industry workers earlier this year obtained a 15 per cent increase and the Barbados Workers

Union is now suggesting that a 33 per cent offer for hotel workers would be favourably received. The Prime Minister has said that the civil service increase was granted not because he has abandoned the idea of wage restraint but because the economy has improved so much. This argument, though, does little to alleviate anxieties that the Barbadian inflation rate of around 5 per cent is likely to soar when the wage rises feed through the economy. The Government, in effect, seems to have no real wage or price restraint policy at the moment.

Successful

While unemployment among under-25s on the island is high and the number of people in this age group entering the job market will increase dramatically over the next five years, the rate should fall off sharply thereafter. This is thanks, in part, to a successful, Government-sponsored birth control programme which has brought the birth rate down to less than 1 per cent per annum at the moment (far below the 2.4 per cent that obtains on average in developing countries).

Illegal immigration, which used also to pose problems by swelling the labour force, is now much reduced, largely thanks to the rapid development of neighbouring St. Lucia as it approaches independence.

The most sensational instance of "illegal immigration" that

one local newspaper managed to uncover in an article recently was the allegation that regiments of American marines were coming to the island on tourist visas and inveigling young Barbadians working in the hotel industry to enter into marriages of convenience with them. This, the newspaper claimed, was designed to facilitate the Americans being issued with residence permits and to enable them to retire to the sunny charms of Barbados.

If any real criticism is to be levied at Barbados, however, perhaps it must be that the place contrasts too sharply with the turbulent, tropical ambience of the Caribbean.

Surrounded by islands that are at times violent and frequently politically unstable, some of which are experimenting with bizarre forms of post-colonial development "Baj" (as its natives affectionately abbreviate its name) progresses with every sign of contentment along old-fashioned grooves of parliamentary democracy and a mixed economy.

Determinedly British, it is divided into 11 parishes, called by such reassuring names as St. Thomas and St. James, and it is quite happy with its achievements. It has the third-oldest parliament in the Commonwealth, the highest (98 per cent) literacy rate in the region, no racial tension and in Wall Street terms, "a sound reputation for resolution." It is generally known in Barbados as a game club.

BASIC STATISTICS	
Area	166 sq miles
Population (est.)	250,000
GDP (1977)	\$596m
Per capita	
Income (1977)	
Imports	\$842m
Exports	\$519m
Imports from UK	\$242m
Exports to UK	\$52m
Trade (1978 to mid June)	
Imports from UK	\$112m
Exports to UK	\$12m
Currency: Barbados dollar	
£1=BB\$2.00	
BB\$1=50c	

Message from The Rt. Honourable J.M.G. Adams M.A. Prime Minister of Barbados on the occasion of the Twelfth Anniversary of the Independence for Barbados

Barbados celebrates the 12th anniversary of its independence on November 30th, 1978 at a time when there are grounds for cautious optimism about its future economic prospects.

In the period immediately following the energy crisis and the onset of global inflation, living standards in the island declined. The economy of Barbados began to recover in 1976 not only because most of the economies of the industrialized world were beginning to recover from the economic recession of 1974-75, but also because of specific measures by the Central Bank to curb excessive expenditure on the importation of non-essential items. Recovery continued through 1977 during which time the decline in living standards was reversed and GDP per capita at current prices grew by at least 9% to reach BDS\$2,987 as against BDS\$2,728 in 1976. This position has been well sustained in 1978 and the outlook for 1979 is for accelerated economic growth.

All main indicators suggest that many of the key weaknesses in the economy which persisted even during the 1976-77 period of recovery are being overcome in 1978. The economic growth in 1976-77 which to a large extent was stimulated by expansion of domestic demand had been accompanied by persistent weakness in the balance of payments and in Government's own finances. However, the package of economic policies which were introduced during the last two years are bearing fruit. Our external payments position has improved and a much stronger public finance performance is evident.

The imposition of credit controls and the restriction of consumer spending by the Central Bank together with the curtailment of imports of a number of non-essentials have resulted in a shift in the structure of imports away from consumer durables and towards intermediate and capital goods for the country's thriving productive sectors. At the same time, Government's programme of export promotion and the introduction of export credit and guarantee schemes by the Central Bank have led to substantial increases in exports of manufactured goods.

MANUFACTURING

In fact, the manufacturing sector has become a key earner of foreign exchange and a provider of employment at a time when the world market price of sugar continues to fluctuate at relatively low levels.

Government expects that the sector's output of goods will increase by approximately 19% per annum over the next five years while the increase in exports of manufactured goods is expected to be approximately 20% per year over the same period. These projections are contained in the new sectoral Development Plan of the Barbados Industrial Development Corporation—an organization which is largely responsible for the manufacturing sector's achievements so far.

OFFSHORE FINANCIAL FACILITIES

The preparation of a Financial Institutions Bill to replace the current Banking Act is now in its final stages and will be introduced into Parliament not later than the end of 1978. The draft Bill, which is being prepared with the technical assistance of the I.M.F. is intended to regulate the activities of all institutions, both local and foreign, which offer banking and trustee services. Supervision of these institutions will be a function of the Central Bank of Barbados.

The objectives of this Bill are to protect and enhance the financial reputation of Barbados by carefully defined standards of structure and operations. The Bill is designed to provide for the operation of Banks, trust companies, and financial companies operating in and catering to persons doing business in Barbados and those doing business from within Barbados but catering to the international community including Barbados. It provides for a clear distinction between the two types of institutions. However in both cases great consideration has been given to the protection of the client whether resident or non-resident.

This new legislation will be particularly attractive to investors seeking tax-haven banking and trustee facilities since it provides within a very stable free and democratic political environment all the major criteria; rigid standards of performances, confidentiality and protection of the identity of the client, even from the Central Bank of Barbados, a minimal rate of income tax and complete exemption from Property Transfer Tax and Estate and Succession Duties in respect of property and investments held in or derived from sources outside of Barbados.

It is also intended that these institutions will be granted specific exemptions from Exchange Control Regulations pertaining to international movement of currencies, transactions in foreign securities and the holding of gold.

DEVELOPMENT PLAN

The Government is currently preparing a Development Plan for the years 1978-82 which it intends to publish in the first quarter of 1979. This document is being prepared against a clear background of the likely level of financial and other resources available to Government and hence projects are rated in terms of their calculated contribution to the overall process of economic development.

The Development Plan seeks to further diversify the Barbadian economy. It emphasizes export promotion with export manufacturing playing a pivotal role. Diversification in agriculture will aim at satisfying local demand thus reducing the high food import bill. The Plan also sees further development of the tourist sector as being crucial to Barbados' economic progress. Steps will be taken to reduce the seasonality now experienced by this sector which will have direct employment and balance of payment benefits. Government is committed to the maintenance of a mixed economy in which active public sector participation is intended to support rather than supplant private enterprise.

EMPLOYMENT

Barbados has for some years suffered from levels of unemployment much higher than in the 1960-70 decade when it varied from just over 70% to just under 10%. It has always been more marked among women than men.

There has however been a fall in the level of unemployment in the last two and a half years. During October to December of 1975 unemployment stood as high as 22.5%, but by 1977 the figure was 15.8%. Unemployment among men fell to 10.6% in 1977 against 12.1% in 1976, although for the period July to December 1977 unemployment among women was 22.0%. A

sharper downward trend has since been recorded with figures for the first quarter of 1978 continuing to fall, showing unemployment among men at 9.4% while the figure for women was 16.1%. The overall unemployment rate was 12.4%, showing improvement over the 15.2% experienced during the corresponding period in 1977.

SOCIAL SERVICES

No nation can produce at its optimum level if the health status of its population is poor. The Government of Barbados is fully aware of this and although Government per capita expenditure on Health Services is one of the highest in the developing world, it is seeking a qualitative advance in providing health services for all. This will be achieved through the erection of a number of polyclinics as a first phase as part of a comprehensive National Health Service and a National Drug Scheme. The main objective of the National Drug Scheme is to reduce the cost of drugs to the consumer without compromising quality through bulk-purchasing, storing, packaging and distribution. Government will introduce a formulary for use in all Government Health Care Institutions and drug outlets.

The National Health Service which will be financed by contributions from employers and employees will operate within the framework of the existing National Insurance Scheme. The price of drugs to the health consumer will be reduced and standardized. Furthermore, patients will be assigned to a physician of their own choice who will be paid on the British model, on a "capitation fee basis." It is expected that medical practitioners will support this self-financing scheme which aims at reducing the cost of health services to the health consumer.

Barbados has always enjoyed a high standard of education. The present Government, which came to power in 1976, raised the school leaving age from 14 to 16 years thereby allowing the late-achiever a longer time to benefit from the classroom environment. A large new Polytechnic Institution will soon be under construction

aimed at giving total facilities for youths to be trained in technical fields.

At all Government institutions right up to university, education is free to students. So too are the textbooks at both primary and secondary levels and school meals are provided at a nominal cost at the primary level. Furthermore, Government has recently increased its aid to private approved schools and grants some tax reliefs to parents who pay fees at these schools. In 1978, these schools were accommodating 24.6 per cent of students at secondary level and indications are that private schools will continue to shoulder some although a declining portion of the task of education.

PHYSICAL DEVELOPMENT

Government's construction programme in the next four years should see major new roads being built for the first time in 15 years and existing roads improved. Public sector housing projects are already underway while commercial banks are encouraged to make loans available for private sector housing as part of a total housing plan aimed at rehousing 5% of the population annually.

It is clear that the achievement of all these goals will not be an easy task. However, the various Ministries are enthusiastic and with proper planning, the task can be accomplished. To this end, a new department—the Public Investments Unit—has been set up in the Ministry of Finance and Planning. It will monitor major Government projects so that time lags are kept to a minimum and efficiency is assured.

Barbados moves towards the 1980s aiming at a substantial reduction of unemployment, improving its Balance of Payments and continuing to keep the economy in a foreign reserve credit position; and keeping the rate of inflation, which has now been running at a rate of 5-8% annually for three years, at a tolerable level. And this, I am confident, will be achieved within the framework of a mixed economy, social democracy, political freedom and a viable welfare state that cares for its poor and aged.

For further information write to: The Office of the Prime Minister, Bay Street, Bridgetown, Barbados.

John White

Economic good health

BARBADIAN BUSINESSMEN have a well-developed sense of irony. Dismissing toadyism, the Minister Tom Adams and the Prime Minister, one of them consistently lectured me about the reasons for the island's relative economic good health.

"Good neighbours," he insisted. "We've been so lucky with our neighbours! Because every time Barbadian politicians wanted to do something silly, Guyana or Jamaica went right ahead and did it, fell flat on their faces... and Barbados immediately pulled back."

Truth

Lacking in respect to the Prime Minister and to the Central Bank Governor as this may be, the theory is not without a germ of truth. Barbados has witnessed recently its two neighbours fall into the sticky embrace of the International Monetary Fund. And it has had the salutary experience of observing, from a safe distance, the tough prescriptions of "conditionality" that the Fund's doctors have levied in return for coming to the rescue of the beleaguered economies. The IMF, as a result, fills the role in Barbados that is occupied in most other cultures by the busy-man.

But although the busy-man has been told that his presence is not required for the foreseeable future, it was a close enough thing at times. Like many of its neighbours, Barbados has chronic balance of

payments problems. Fuelled by high food import bills, the island has traditionally had a substantial deficit on visible trade. The 1973 OPEC oil price rise had predictable effects upon the economy and only exceptionally high sugar prices in 1974-75 brought about a reversal in the country's economic downturn.

A surge in imports in 1976, however, nearly wiped out foreign exchange reserves. The deficit on visible trade rose to \$531m and climbed again to \$538m last year. It was this which prompted springing and (at the time) highly-unpopular measure, by the newly-elected Barbados Labour Party Government of Prime Minister Adams.

Import curbs (mostly affecting Japanese motor-cars) and tight consumer credit restrictions were imposed. It is estimated that these measures will bring down this year's visible trade deficit to around \$535m and the current account deficit to some \$568m. At the same time the Government drew down a \$82m soft loan from Trinidad (negotiated in 1974) and a \$15m contribution from the IMF oil price compensatory facility.

The overall balance of payments as a result is expected to show a small surplus (of perhaps \$57m) in 1978, after deficits of \$53m in 1976 and \$519m in 1977. But serious problems still confront the Government with relation to the budget which (apart from 1975) has been in deficit since 1972. The 1977-78 deficit was a record \$532m and for 1978-79 is an estimated \$540m.

Unemployment is the other big problem plaguing the Barbadian economy. Currently standing at around 15 per cent, it is not that high by some standards in the Caribbean but it is high by Barbadian levels and is the topic of most concern to both politicians and the man on the island's omnibus.

The problem is being considerably worsened by a demographic legacy from the late 1950s. Unemployment in Barbados is most acute in the under-25 age group and between 1952 and 1960 there was a remarkable bulge in the birth rate. In 1960, for example, nearly 8,000 children were born in Barbados. Of these, perhaps 7,000 are still on the island and, at the age of 18, just coming on to the job market.

Things have improved considerably since then. Last year, the birth rate was at a record low of only 4,300—had news for baby food manufacturers, as the Prime Minister commented dryly, but good news for the Minister of Finance and Planning in 1985.

The 1952-60 bulge, though, will take another five years before it lessens its effect on the jobless statistics and the considerable problems which this implies are causing a great deal of worry to Government planners.

The principal strategy of the Government in dealing with the unemployment problem has been to make industrial development a priority. Tourism is now the greatest contributor to GDP, but the administration of Prime Minister Adams feels that industrial development (especially in labour-intensive

fields) will better mop up unemployment, increase exports and save foreign exchange through import substitution.

Relief

Vigorous efforts are being expended on the industrial sector. Companies setting up on the island can obtain tax holidays of up to ten years, relief from customs duties, assistance in acquiring factory space and a number of other benefits.

An export promotion agency is being formed and high-powered missions have been sent abroad (one of them visited Britain at the end of last month) to preach the benefits of Barbados' stable government, excellent infrastructure, good communications and a literate, productive workforce.

The recently published development plan (covering the next four years) of the Barbados Industrial Development Corporation (IDC) aims at creating 5,000 new jobs per annum, making more factory space available and attracting investment by labour-intensive industries from Europe, Japan and the U.S. This year marks the 21st anniversary of the Barbadian drive for industrial development and the slogan "Onward with Industry" is being much trumpeted around the island.

The drive to establish export-oriented industries has even led the Barbadian Government to establish diplomatic relations with such unlikely partners as China, North and South Korea, Arab states and several Eastern European countries. The bid to diversify from such traditional foreign

exchange earners as sugar and tourism has already brought about the establishment of a number of successful light industries on the island, including furniture-making, garment manufacturing and electronics assembly. More emphasis too is being placed upon encouraging locally-owned small businesses, although a number of these still lack managerial skills and get into difficulties.

Many of the new industries gear their exports to the North American market, but increasing efforts are being made to target exports to other Caribbean Community and Common Market (Caricom) states. Established in 1973 among the English-speaking Caribbean countries, the 13-member organisation (despite the striking ideological differences that exist between its members) has brought about a steady dismantling of trade restrictions and an interlocking of economies.

The balance of payments difficulties being experienced by two of its principal members (Guyana and Jamaica) led these two countries, however, to impose import restrictions. As a result, Barbadian exports to them have fallen from their 1975 peak—although exports to the other leading Caricom member, oil-rich Trinidad and Tobago, have continued to flourish.

Difficulties can be seen on the horizon, however. While these new Barbadian manufacturing industries have experienced rapid growth, they face—like similar industries in other developing countries—increasing problems with a slowdown of growth rates in the West and with the ever more vociferous protectionist lobbies in the developing world. The Barbadian textile industry, for example, has already suffered from both Caricom and Canadian import curbs.

Manufacturing industries and tourism are both largely post-World War II developments in Barbados, but agriculture—especially sugar—has been around almost since the island was discovered by the Portuguese in 1539. The prospects this year for sugar, which has now yielded its position as the leading contributor to GNP to the tourism industry, are pessimistic.

Earnings are expected to fall

because of a decrease in output and because this year's round of talks between the EEC and the African, Caribbean and Pacific (ACP) group of countries resulted in an increase of only 2 per cent in the guaranteed price for sugar imports, paid by the European Community under the Lome Convention.

Prime Minister Adams has promised a "sympathetic look at the capital needs of the industry" but the President of the Barbados Sugar Producers Association has said that the industry's future is "far from rosy".

Agriculture generally has been dogged by problems in Barbados (whose food import bill came to \$510m last year) but a newly-appointed Minister of Agriculture has promised to have this bill during his term and considerable investments are planned in both farming and agro-industries on the island.

One optimistic sign for the future, as well, is oil. Barbados is the only Caribbean island apart from Trinidad to have oil and its 1,200 barrels-per-day production is one third of its own requirements. Any further discoveries would clearly mean a considerable saving on the country's import bill.

Restraints

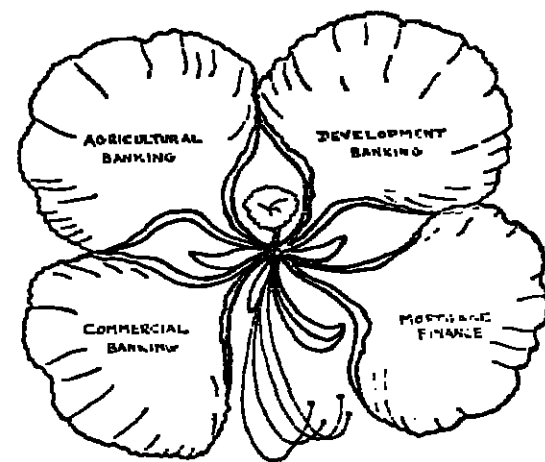
While there are many restraints upon the development of a small island like Barbados—namely its lack of mineral resources and its vulnerability to external economic forces—there can at the moment be detected on the island a widespread conviction that the economy is in much better shape than it was in during the final years in office of the previous government.

The Adams administration has frequently reiterated its commitment to the idea of a mixed economy and the preservation of a thriving private sector. The unpopularity of the Government generated by last year's credit curbs and import restrictions is fading and is being replaced by a sense of confidence and the realisation that—however nasty the medicine might have been—it wasn't nearly as bad as the pills which the bogey-men from the IMF would have passed around.

John McCaughey

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Industrial expansion needed to combat unemployment

INDUSTRIAL DEVELOPMENT carried little or no risk. Out of age. It is exactly 21 years since the Government of the island formally set up what is today called the Industrial Development Corporation. "In setting it up," the enabling legislation states that the corporation is "to stimulate, facilitate and undertake" the development of industry.

In the years that have gone since those early days of planning, Barbados has seen the setting up of eight industrial parks, as well as independent factories spread all over the 166 square mile island. From these shops "made-in-Barbados" goods are produced for both local and overseas use.

The island people never had a natural interest in industrial expansion. The original business sector which was not committed to the sugar industry spent its energies on the import and distributive trades, which

carried little or no risk. Out of this tradition has developed a manufacturing sector that is largely an enclave enterprise, with heavy dependence on export factors, and high-risk endeavours associated with industrial activity have still not attracted traditional businessmen, who from generation to generation remained either in agriculture or trading. The absence of professional management skills also hindered earlier growth of the industrial sector. But much has changed in the last 21 years.

The rate of growth is not as spectacular as tourism, or as sustained as sugar, but this third plank of the Barbados economy has been an important one. Twenty-one years ago the number of manufacturing industries in Barbados could literally be counted on one hand. Today 126 factories employ 15,000 persons—more than in any

other single sector except government.

The contribution of manufacturing to the gross domestic product in 1957 was less than 5 per cent. Last year it was 11.4 per cent higher than that of the tourist sector (10 per cent) and only slightly less than the 11.5 per cent contributed by the agriculture sector.

Manufacturing in recent years has expanded job opportunities more rapidly than any other sector. Much of the demand which created this growth in the last three years relates directly to external demand for products such as electronic components and sporting goods, largely destined for the North American market.

In this area manufacturing goods have been making an increasing contribution. In 1966 sugar contributed 67.5 per cent of total visible exports while manufactured goods accounted for only 9.4 per cent. Ten years later in 1976, the latter accounted for 52.0 per cent, compared to 34.9 per cent by sugar. (The value of Barbados' exports increased by an average of 26.6 per cent per annum over the same period, but the deficit in the balance of trade worsened.)

Attract

Each year for the next four years Barbados hopes to attract to its shores at least six labour-intensive manufacturing industries as part of the expansion of its industrial development. In preparation for this the island is identifying industrial opportunities, preparing feasibility studies, seeking equity partners and arranging project management where necessary. It is also offering fiscal incentives, duty concessions, concessional finance and factory space in the form of a lease measure will be the relatively low cost labour market, the best infrastructural network in the Caribbean, and a stable political climate.

The Industrial Development Corporation has produced a five-year plan that sets out in detail the proposed expansion. But the IDC plan is careful to indicate that the priorities are not based on state intervention outside of a "planning concept" next decade. The tourist sector is no longer dynamic in terms of employment generation. In fact, there is a marked tendency towards the erection of condominiums, which use much less labour than hotels. As a result, the increase in visitors to the island in recent years has not been marked by an equal expansion in employment.

Traditionally the Barbados Industrial Development Corporation has looked to North America for its investors. Now IDC and a little luck, industrial it is turning its attention to Europe and Japan. In their strength to keep Barbados out overseas promotional activity of the grasp of the IMF, whose designed to attract foreign investment, Barbados' officials in two other Caribbean islands, sell projects based on their own bigger and at one time richer, research and they encourage and promote joint ventures between local and overseas businessmen.

One example of how "project identification" can work is the recent setting up of a flour mill through a major Canadian corporation.

Industries with a natural requirement for bulk transport are good examples of the type that will do well. The economies of bulk transport and the availability of warehousing and break-bulk facilities in a free port zone could make all the difference.

All these schemes are not to be isolated. They are designed to get to the core of the island's unemployment.

Because of the small size of the domestic market, the manufacturing sector has not been able to make as significant an impact in import substitution as was at first hoped. Products that are unable to find a market overseas are often not viable if produced in Barbados for local consumption only. The same holds true for other industries in the chain of islands that dot the Caribbean sea.

This has led to the setting up of the Caribbean Community (Caricom) which provides, through relaxation of customs duties and hence more competitive pricing, a wider immediate market for materials generated from factories in small islands, including Barbados.

This market is itself of a small and fragile nature since some of the signatories to the agreement, notably Jamaica and Guyana, have chosen, in the face of critical domestic problems, to impose trade restrictions even between member territories of Caricom.

When one looks at the rising unemployment figures in Barbados and its nagging balance of payments headaches, the energy used by the IDC in lures, duty concessions, concessional finance and factory space in the form of a lease measure will be the relatively low cost labour market, the best infrastructural network in the Caribbean, and a stable political climate.

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With the necessary political will, the drive of an efficient America for its investors. Now IDC and a little luck, industrial it is turning its attention to Europe and Japan. In their strength to keep Barbados out overseas promotional activity of the grasp of the IMF, whose designed to attract foreign investment, Barbados' officials in two other Caribbean islands, sell projects based on their own bigger and at one time richer, research and they encourage and promote joint ventures between local and overseas businessmen.

Harold Hoyte
Editor, The Nation



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BARBADOS III

Sugar in decline

TO HAVE suggested to anyone, became even less Barbadian sugar planters as fashionable. Land previously devoted to the cultivation of cane industry on which the island was built was on the verge of the sharpest decline in its history would have been laughed out of court.

In the years 1950 to 1959, now nostalgically referred to as "The Fabulous Fifties," King Sugar strengthened his already dominant role in the economy. Excellent rainfall, improved technology and the advent of the Commonwealth Sugar Agreement combined to ensure euphoric prosperity. In those years, average annual production climbed to just over 170,000 tonnes and an acre of cane yielded as much as 3.77 tonnes of sugar. Basic wage rates rose by 75 per cent and profits were good.

Different

The picture is very much different 20 years later. Sugar has been through hard times, and in the words of no less an authority than the president of the Sugar Producers Association, Mr. Ian Robinson, its future is "far from rosy."

In the 1970s almost 13,000 acres have been withdrawn from sugar production, the numbers employed in the industry have declined rapidly, only twice has the yield per acre exceeded three tonnes of sugar and production has struggled to pass 100,000 tonnes annually. In 1958 almost 20,000 were directly employed in the industry. By 1970 the figure was down to 6,400 and at the last crop was a mere 5,000. This year only 101,000 tonnes were produced as against 117,910 in 1977. Whereas sugar accounted for 20.3 per cent of the Gross Domestic Product in 1960, the proportion is now down to 6.7 per cent.

An island industry with a history stretching back as far as 1650 has inevitably gone through times of crisis before and endured. It may do so this time but it is certain that it will never again command the position it did for so long when the economic life of Barbados was solely dependent on it.

It is ironic that just at the time sugar was prospering most Government planners were taking the first effective steps towards diversifying the economy. It was in the 1950s that tourism was first actively promoted and incentive legislation was enacted to attract foreign investment for light industry. It was then, too, that efforts were made to take some land out of sugar and put into food crops such as vegetables, onions and yams.

As tourism expanded at a phenomenal rate—and industrial sites mushroomed across the country, sugar suffered. Investment was channelled away and work on the sugar plantations, which always carried the stigma of its association with slavery

in the end it may well be sugar's by-products that will help keep the industry viable. Rum has long been associated with the West Indies and it has now begun to win wider acceptance in North America and Europe. The U.S. market is protected in favour of Puerto Rican and Virgin Islands' rum and Barbados and the rest of the Commonwealth Caribbean find it difficult to compete.

There is also a strong French lobby in the EEC adamant that their overseas departments retain the favourable tariff terms for themselves. Yet the value of rum exports has increased gradually in recent years from around B\$3m in the 1960s to B\$5.7m in 1977 and the distilleries are still only operating at 56 per cent of capacity.

A more recent development has been experiments with a separation plant, supported by Canadian Government funds. Here the pith and the rind of the cane are separated before the juice is extracted. The former, called comfith, is mixed with molasses and used as cattle feed. The latter can be converted into core paneling for the building industry.

Somehow there has always been the feeling that sugar has the background of history and the technological know-how to take care of itself. There has been more concern with other agricultural production as succeeding governments strive to diversify the economy.

Food imports cost as much as B\$104.9m last year and there have been strenuous efforts to have this bill reduced. The new Minister of Agriculture, Mr. L. B. Brathwaite, in office since mid-year, has boldly announced that his aim is to reduce this by half during his term. As he has others before him, he may find it a particularly frustrating task: the Barbados Marketing Corporation and the Agricultural Development Corporation, the two statutory corporations charged with stimulating production, have been dogged by a series of problems, the majority of them political.

The main thrust of Mr. Brathwaite's scheme will be a huge project in what is known as the Scotland District, taking up a seventh of the island's 166 square miles. Situated on the east coast, it has always suffered from massive soil erosion although its soil is rich. Inter-American Development Bank loans will support the project to the tune of B\$130m.

There will be beef and dairy cattle production and development of herds of black-belly sheep, an indigenous breed which is particularly hardy and which is already being exported in small quantities, mainly to the Caribbean and Latin America. Fruit trees (local cherries, mangoes, limes, oranges) will be planted on a large scale and earth-damaged

ponds for irrigation will be constructed.

In the various attempts at agricultural diversification there have been both successes and disappointments.

Traditional food crops such as yam and sweet potato continue to show favourable increases, while onion production has climbed steadily and is now finding export markets in CARICOM countries and in the U.S. Some 1.6m lbs were barvested in 1977. A cannery, which should be operational within two years, should further stimulate vegetable production and counter seasonal problems.

Certainly the advent of the Pine Hill Dairy, one of the most modern in the region, has given a boost to dairy farming since it was established 12 years ago with finance from the New Zealand Dairy Board, the Northern Dairy of Britain, the Government and local shareholders. Much more recently, the pork processing plant operated by Barbados Packers and Cannery has given a boost to pig production. After overcoming teething problems following the opening three years ago, the processor bought over 500,000 lbs of pork locally in 1977, more than double that of the previous year. Now export markets are being sought.

Reversals

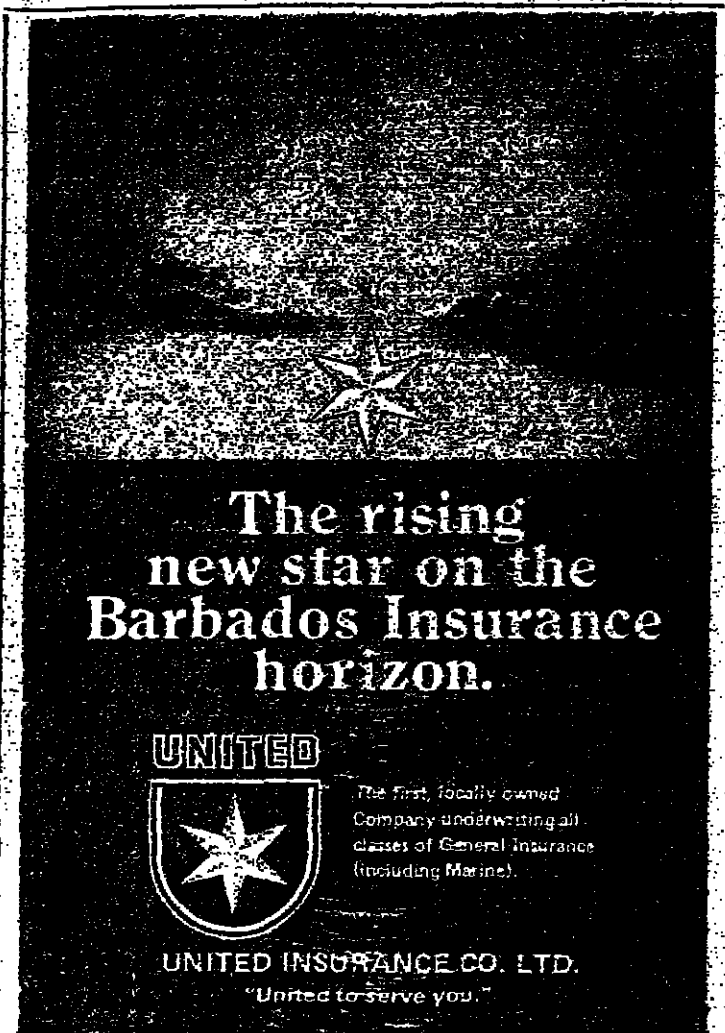
There have been two notable reversals in the agricultural sector recently, the decline of Sea Island cotton and the troubles which have plagued the Government-owned shrimp processing, International Seafoods.

Cotton was revived in the 1960s after a lengthy period in the doldrums and enjoyed rapid expansion that by 1977 190,000 lbs of clean lint were produced from 1,100 acres for export.

The price was attractive and vigorous promotion by the West India Committee in London was guaranteed markets in Britain, Italy and Japan. It was a welcome addition to foreign exchange earnings of some B\$600,000 annually. Suddenly adverse weather and attacks by the pink boll worm stopped cotton in its tracks. Acreage dropped to 730 in 1977 and the yield to 55,000 lbs, and indications are that it will die a natural death.

The shrimp saga started when an American company brought in a fleet of trawlers in 1980, using Bridgetown as a base. The Government constructed a modern storage and processing plant and the industry thrived to such an extent that shrimp exports fetched more than B\$7m in 1985 and 1986. The company then moved elsewhere and officialdom was left looking for trawlers to fill the breach.

In the end the Government purchased 20 trawlers of its



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The nine operating factories are owned by a single local company, Barbados Sugar Factories, in which most plantation owners have shares. In other words, there are still a large number of people with a keen financial interest in keeping the industry alive.

Naturally, it will hardly survive if its present difficulties persist for any length of time. Yet the farmers look back over history and say, philosophically, that better times will come. The Sugar Industry Review wrote recently: "It may have some difficult years but a resilient and industrious people, with the aid of new technologies, can survive as the generation of 1900 to 1949 survived European bounty-fed sugar."

They will need a little more luck than they have been having of late. If there is rainfall comparable to the 100 year average—and so far this year, there has been—the tonnage reaped will increase significantly, reducing the unit cost of production. If at the same time the International Sugar Agreement works as it should, the price on the world market should be stabilised at a level which, if not guaranteeing extravagant profits, would allow Barbados to overcome its present cost-price squeeze. And there will always be the freak years when the price skyrockets, if only briefly, as it did in 1975.

Development plan aims at decentralisation

THE FORMER Prime Minister of Barbados, Mr. Errol Barrow, used to be fond of claiming that his Government had, as he put it, transformed Barbados from a village into a vibrant independent nation. It might have been the truth but it certainly was not the whole truth.

There is no doubt that during Mr. Barrow's lengthy term between 1961 and 1976 Barbados made enormous strides in economic development. Yet he and his Government inherited an administration with a long tradition of expert management and careful planning.

Independence

Even during its colonial history Barbados prided itself on its independence. It never received budgetary aid from the British, for instance, because its affairs were so competently handled by succeeding governments. Long before the Barbados flag, the Broken Trident, replaced the Union Jack in November 1966, the island's educational system was regarded as among the best in the Commonwealth and boasted almost total literacy among the population. Its road system was second to none in the Caribbean and, unlike so many of its neighbours, its water, electricity and telephone services worked.

So if Mr. Barrow found "a village" when he took office it was a very efficiently run village and its metamorphosis had already started. It was the preceding Government, under Sir Grantley Adams, the present Prime Minister's late father, which initiated such vital projects as the construction of a deepwater harbour, expansion of the airport and erection of a large modern hospital. It is ironic therefore that two

of the largest projects inherited by Mr. Tom Adams' Government when it defeated Mr. Barrow's in September 1976 were the construction of a completely new terminal building at the airport (quickly renamed Grantley Adams International after the electoral triumph) and the extension of the Bridgetown port.

The airport, the busiest in the Eastern Caribbean, has simply outgrown itself as tourism and related activities have boomed. Over 1m passengers use it annually and, as anyone who has had to queue for immigration and customs authorities to clear 600 fellow passengers can attest, it cannot cope. The new building, built on an area of 250,000 square feet and costing B\$28m, has been funded by the Canadian Government and the Inter-American Development Bank and should be operational late in 1979. It is almost a year behind schedule but the airport manager recently boasted that there would not be a better one east of Miami.

The port project is somewhat nearer completion and the new facilities should be open for business before the end of the year. Like the airport, the port had outstripped its capacity, with an increase in cruise liners and trans-shipment cargo to the neighbouring islands. In addition, it is planned that all inter-island vessels should now use the expanded port instead of the inner basin of the Careenage in the heart of Bridgetown.

The Government has found the exercise somewhat more expensive than the B\$27m earmarked, as it has been ordered to pay more than it was willing of the Supreme Court to a large modern hospital. The American company which carried out the dredging and to

will cost just over B\$438m, much of it from international lending institutions such as the World Bank, the Inter-American Development Bank, the Caribbean Development Bank, the European Development Fund and the Canadian International Development Agency.

Potentially, the biggest undertaking in the plan will involve better use of the Scotland District, an area on the east coast which occupies as much as a seventh of Barbados' 166 square miles. The terrain is hilly and rugged, the soil clayey and rich. However, it has been badly affected by erosion and as a result has not been fully utilised.

The east coast road, opened in 1966, made the area accessible and there has been much work done over the past two decades on checking erosion. More recently, a sizeable area has been planted in fruit trees while there has been livestock rearing in others.

Now a feasibility study has been commissioned with the objective of identifying the best areas for future investment projects and agricultural development.

The Government has its own ideas as to how the scheme should work and envisages a programme of erosion control and reclamation, the erection of dams and reservoirs, the expansion of the present process of orchard gardening and livestock farming and some 2,000 acres of reforestation to include a national park.

Even the planners themselves are unsure what such a master plan would cost to implement, although one or two Ministers have spoken glibly of B\$130m, "on-stream" or to be started. Certainly, even if only partially

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المجلة

BARBADOS IV

مكتبة

A welcome for the tourist

AS A Caribbean tourist destination, Barbados lacks some attractions. It is by no means the prettiest island (not as attractive as, say, St. Lucia), nor is it the liveliest spot in the region (compared with, for example, the calypso-crazed Trinidad). But it does have one powerful advantage which outweighs any such quibbles—a long-standing reputation for stability.

The island, unlike many of its neighbours, is a safe and exciting haven for the tourist. So British that it resembles a kind of Isle of Wight in the tropics, law and order rules rather solemnly in the back ground. Unlike Jamaica, violence does not seethe beneath the surface; unlike Nassau in the Bahamas you will not be approached by drug pushers outside the big hotels; and unlike Haiti, you will not feel like a minor character in a Graham Greene novel.

Courteous

The intelligent and predominantly courteous Barbadian population seems actually not to mind tourists swarming all over the island—an attitude rare enough in the Caribbean. The beaches—as good as any that the islands have in the Eastern Caribbean—can boast a run for 30 miles of almost unbroken palm-fringed white sand around the coastline.

The Barbadian infrastructure is excellent. There are no candles, anticipating power cuts, in the hotel bedrooms; telephones work and buses run on schedule; there is no water problem; the roads are narrow but well-maintained and the range of hotels—from luxury to apartment-style—is broader than on almost any other island in the area.

"To tell you the truth," one tourism official said with a half-grinned air, "we have got almost what you would end up with if you sat down and developed a tourism industry on the island from scratch." Chuckling with delight, he added modestly: "Not that it happened that way, of course."

However it happened, Barbados has been extremely fortunate. Tourism is now the leading sector in the country's economy and is likely to remain so. It accounts for 17 per cent of Gross National and one third of foreign exchange earnings.

After a bad year in 1975, when arrivals fell by 4 per cent to 222,000, the industry picked up and is now experiencing a boom. Arrivals climbed steadily from 229,000 in 1976 to 269,000 last year and they seem set this year to pass 300,000. Half a million tourists will be making the pleasant pilgrimage to the small island by 1985, Barbadian tourism planners confidently predict. This will involve a much-needed increase in hotel beds from today's 11,000 to some 15,000 in order to cope with this demand.

This performance took place, it is fair to note, despite a three and a half month strike by BWIA, the Trinidadian airline, which is one of the most important carriers to Barbados from Europe, the U.S. and Canada.

The tourism boom is taking place within the context of a debate throughout the Caribbean on the role of the industry in development. One school of thought holds that tourism has a vital role to play, the other that tourism is fickle, has negative social consequences and cannot be relied upon as an

essential ingredient in the economic development of small countries.

The debate at the moment is going very much in favour of those who pin their hopes to tourism and there is plenty of evidence which they can adduce to their case. OECD figures show that more than 841bn was spent by tourists within that organisation's 24-member countries last year and that tourism spending rose by 17 per cent in 1977. More than 240m people a year (the majority of them tourists) cross the world's international frontiers annually and long-term UN studies foresee this figure by 1990—making tourism one of the world's most important industries.

Mr. Jean Hodder, executive director of the Caribbean Tourism Research Centre based in Barbados, is a vocal proponent of the industry. "Tourism has lasted in the Caribbean and elsewhere," he says, "and there is no tourism destination which, having suffered because of some social problem or other, has not been revitalised within a very short time—a year or two at most."

"No one has ever suggested to me anything that could replace tourism in the Caribbean. The idea of a broadly-based, integrated economy makes sense, but any idea that you're going to replace tourism here is madness. And while every community has its ups-and-downs, tourism probably has them least of all."

Given the current boom in Barbadian tourism, however, the question arises of whether it could boom a bit further. Several tourism planners on the island believe that a great deal more could be achieved and that marketing efforts by the Barbadian Government have not been as vigorous as they could have been.

Marketing

"Even without trying," one official said, "they've done very well. But if the Tourism Board here had put the same amount of money and effort into marketing as, say, the Bahamians have—especially in the last couple of years—Barbados would be miles ahead of everywhere else in the Caribbean."

Critics of the Government's efforts cite an alleged over-reliance by the Tourism Board on word-of-mouth advertising and a less than urgent commitment to spending money on advertising and combatting the campaigns of competitive neighbouring islands. One Government Minister has claimed that 60 per cent of tourists come to the island as a result of "good-mouthing," that is personal recommendations by friends or colleagues.

It is probably around this point that the tourism industry on the island will fight its next big battle. While a great deal of money can be poured into tourism promotion for uncertain results, many in the Barbadian industry believe that the risk is worth taking and that greatly increased spending by the Government on the tourism sector would bring about an even more dramatic upswing in the industry's fortunes than has occurred in the last two years.

Critics of this dash-for-growth school of thought, however, claim that Barbadian tourism may now have reached saturation point. It is a problem that frequently confronts nervous tourism planners: that too many tourists may

affect the social stability of an island and bring about a situation which however temporarily could seriously damage the trade.

The days are long gone, of course, when the Caribbean comprised a number of small, expensive island resorts for rich Americans. Much of the region is now a mass market for holidaymakers. In the case of Barbados, it is even part of that well-known holiday paradise called "Lakerland" (the entrepreneurial Sir Freddie owns 49 per cent of Caribbean Airways, the national airline).

This year, however, will see for the first time the number of tourists (an estimated 300,000) outweigh the population of 280,000. For some in Barbados, a tourist-to-resident ratio of 1:1 is quite enough and predictions of a growth in tourist arrivals to 500,000 portend disaster.

Not everyone shares these fears. "Look at Bermuda," says Jean Hodder. "It has a population of only about 65,000 but it handles half-a-million tourists a year. It works well there because it's well-planned and it would work perfectly well here too if it were well-planned."

One problem with Barbados is that in a sense—like every one else in the Caribbean—they take tourism for granted. Most West Indians, when they think of tourism equate it with the hotel industry and often give little thought to the ripple effect of the tourist dollar throughout the economy.

Barbados, it is also pointed out, has been exposed to visitors for a long time; not just since the late 1950s when the modern industry began, but since the early days of this century when pioneering holidaymakers would travel down by schooner from Newfoundland and disembark on the island. For several weeks they would stay on Barbados while the schooners were further south to Trinidad and Guyana, trading fish and salt beef for sugar and molasses, and picking up the tourists on their way back north again.

Other and more traditional problems also affect the Barbadian industry. There are still seasonal lulls, especially in the months of May and June and September and October. The Tourism Board is attempting to combat this by heavy promotion of new markets, such as Europe, and a levelling-out of the seasonal downturn is already apparent. Considerable

Development

CONTINUED FROM PREVIOUS PAGE

successful, it would stimulate production on lands which have always been a problem.

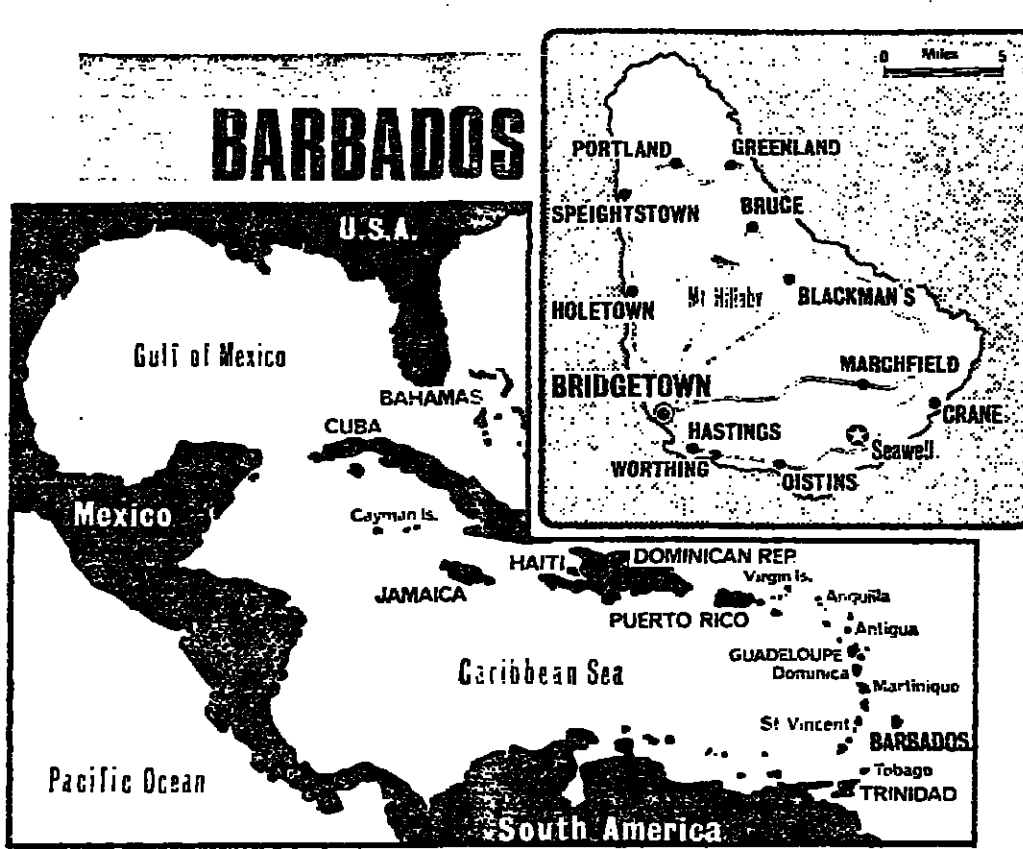
Quite apart from anything else, the Scotland District contains considerable resources of good quality clay. This has hardly been utilised in the past except for a small-scale pottery industry which has now dwindled as the expertise of the old hands has disappeared. There now is a factory at Greenland financed by private capital and involved in the production of tiles and bricks for the building industry. It currently turns out about 4,500 tonnes annually, with a capacity over twice that.

It is in a different direction, however, that Government is looking—specifically to the manufacture of table stoneware and gift ware and artefacts. An application has been made to Britain for assistance with the study of the clay resources in the area; this will be used to market research to establish the viability of such a project.

Stoneware crockery is an exclusive and expensive item and if Barbados could supply half the demand which it creates among the tourists in the duty-free shops such production would be profitable.

Since the 1971 elections, Mr. Adams' Barbados Labour Party warned that "the concentration of services and development in the Bridgetown area is one of the greatest threats to the proper physical development of Barbados." Now that it is in towards de-urbanisation.

The aim is to upgrade the towns of Oistins, Speightstown, Hoveltown, Belleplaine and Welchem Hall and to create new centres in St. George and St. Philip. Already work has started on the first phase of the Oistins redevelopment, providing a new pier with bunkering facilities, a new fishing terminal complex, better parking and marketing arrangements for this fishing centre on the south coast. Partly financed by a good deal of sense in the European Development Fund, initial work is costing \$55m relevant to present needs. Its Another \$510m will be spent on the rest of the project, which is scheduled to be completed by the end of the 1980s and will include the relocation of the



growth is foreseen in the European market—led by arrivals from Scandinavia, Britain and West Germany.

European visitors—despite the polluted and over-crowded Mediterranean—rose by 37 per cent last year and are expected to increase by nearly 50 per cent this year, helped by cheaper fares on Caribbean Airways' London-Luxembourg-Bridgetown route.

However, Europeans still make up only about 18 per cent of all arrivals and Barbados still depends heavily on the 60 per cent of visitors who come from Canada and the U.S. These arrivals have risen by nearly 15 per cent so far this year and the opening recently of a Caribbean Airways route to Washington and Miami should increase that percentage even more.

Gambling

One obvious area for making money out of tourism which the Barbadians have rigorously eschewed has been gambling. In the Bahamas some 63 per cent of the 1.4m arrivals in 1977 visited a casino there and

the Government earned some \$11m in gambling fees and taxes.

It is not, though, a pastime favoured by Barbadians. A very religious (mainly Anglican) country, two thirds of those polled in a recent survey said that they were opposed to the provision of gambling facilities for tourists and a political storm broke not long ago when the Government legislated one-armed bandits. The Government has since set up a commission to study the question of gambling on the island but any change in the present laws seems unlikely.

Perhaps one of the most striking indications of the success now being experienced by Barbadian tourism, though, is the fact that the island is a favourite holiday spot for West Indians themselves. One fifth of all arrivals last year were from the Caribbean and Barbados reckons that it got about 50 per cent of the intra-Caribbean tourism trade.

Partly this is a result of the island's geographic position (it is convenient, for example, to the rich Trinidadian market and it is possible from Bridgetown

Tony Cozier

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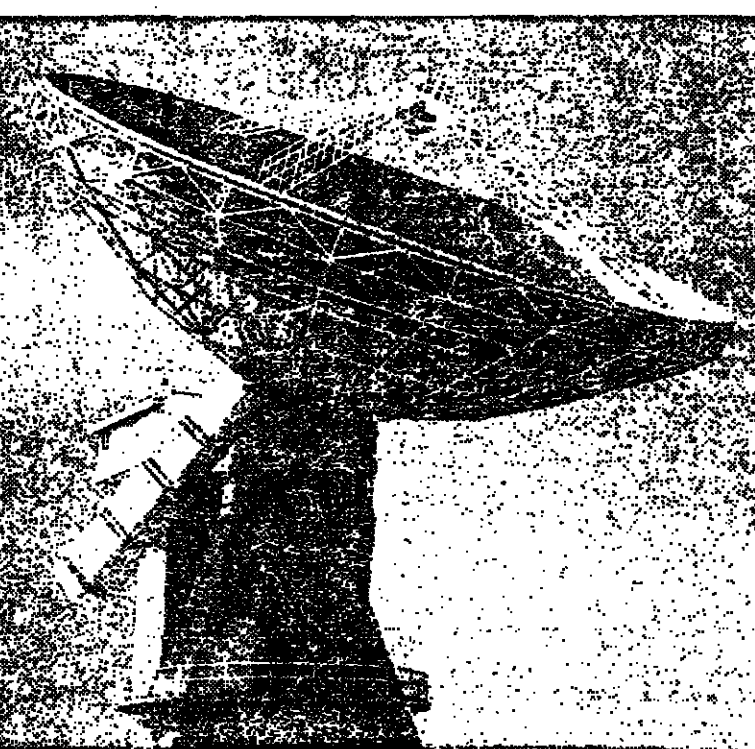
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Process Plant

Although 1978 is expected to see an increase in total spending on process plant this is not likely to continue into next year. The North Sea has proved a valuable market but the industry is often a victim of cutbacks in the nationalised industries, as was demonstrated recently in steel.

PARTS OF the process plant industry have enjoyed healthy levels of activity in the current year, but others—particularly at the heavy end—are still operating at levels well below capacity.

This picture emerges in spite of forecasts from the Economic Development Committee for the industry, published in July, which showed that spending on process plant during 1978 was expected to increase in line with increased total capital spending by the process industries. The rise in spending was forecast to be quite large, and followed on a shortfall in 1977 of actual spending levels over the forecast levels.

Beyond 1978, however, the prospects are distinctly gloomier according to the EDC's forecasts. Total spending on process plant for the three years 1979-80 was put at £4,643m, with 1979 and 1980 at lower levels than 1978. Since the forecasts were drawn up, they have already had to be revised following on the cancellation by the British Steel Corporation of two important projects at Port Talbot and Scunthorpe, and the final abandonment of the Canvey Island oil refinery project.

The expected fall in 1979 and 1980 is due primarily to a decline in spending in the oil and gas production sector. The

uncertainty about the rate of the spending plans of the nationalised industries, of which the cutbacks in the steel and the oil and gas industries are the most recent example. It also spurs of Government encouragement, which the industry's complaints that its exports have suffered as a result of the export image suffered considerable damage as a result of the very big customers of the industry, not always specifying equipment which can be sold on the basis of the 1978, but overseas. There have been very published in October, 1978,

the Process Plant Association, which represents most of the industry, is conducting a

been of particular concern to campaign aimed at Government the EDC, which was formed last year as a successor to the process plant working party. Importation of the PPA, the competition has been particularly significant in very large and Italian companies in particular, which are taking advantage of the removal of tariff areas: the equipment is almost

where Government assistance is being given to industrial projects, then it should be specified that the purchased equipment is British.

The chemicals industry continues to be one of the most important customers of the process plant industry, with

about 45 per cent of the industry's total spending going on process plant. A large proportion of the investment is in petrochemical projects, which have been brought to the fore by the development of North Sea oil.

The three-year forecasts from the Chemical Industries Association indicate that spending will be sufficient to provide healthy enough orders for process plant, but in the longer term there are uncertainties over both the level of capital spending and the location of plants by the chemical industry.

The process plant industry is split about equally between fabrication, where over-capacity in a global context is most severe, and the manufacture of process plant equipment for supply to contractors. Recent

figures show that the proportion of hardware orders placed by contractors with UK manufacturers for overseas work is now only around half—out of a total £500m worth of orders from contractors, £262m went to UK manufacturers in 1977-78, and £247m to overseas manu-

facturers. The latter won out against the UK industry mostly for competitive reasons such as price, delivery and quality, rather than the conditions of licences. A couple of years ago, the proportion was more like one-third.

The importance of the industry in the UK economy is demonstrated by its £2bn turnover and around 100,000 employees. It has also been selected under the industrial strategy for special attention. But the industry is fragmented while in certain areas there is definite over-capacity. These factors make it more difficult to create the sort of competitive industry which can win orders overseas, although at the same time there are particular companies which can compete alongside the Americans, Japanese, French and Italians.

Unemployment

Identifying the weaknesses of the industry, however, and making recommendations, are much easier than seeing them implemented, as the experience following the Think Tank report has shown. Much of the industry is located in areas where unemployment is high, and at times this may well be a consideration which will override economic logic.

Exports

Exports of the process plant industry vary between 20 and 30 per cent of total production and are therefore of vital importance, particularly with the prospect of the home market falling off. Prime markets are North America and the Middle East, but partly as a result of the slowing down of expansion in the latter area, and partly because there is always a need to find new markets for an industry which is suffering from worldwide over-capacity, real efforts are being made to capture more business in the developing markets of Iran, Venezuela, the USSR, India and, of course, China.

One of the industry's constant problems is the interruption to

Demand likely to decline

By Hazel Duffy, Industrial Correspondent

moves in this direction recently, which was critical of the industry overall. The degradation operations set up by some of the nationalised industries, feels as a result of those moves which have gone some way to published reports can be improving the amount of liaison, judged from the fact that the industry's export image was the progress report which will be submitting to the Think Tank Report published at the end of 1978, which National Economic Development

wholly imported. Discussions the EEC, and latterly have had have been held between manufacturers and user industries in European steel. Steel is attempts to find out why major raw material in process British companies are hardly plant manufacture, and therefore specified as suppliers, and force has a substantial effect on it is believed that some progress: the final price. These have been made in bringing the sometimes as much as 30-40 per cent below British prices, says the PPA, which is asking that

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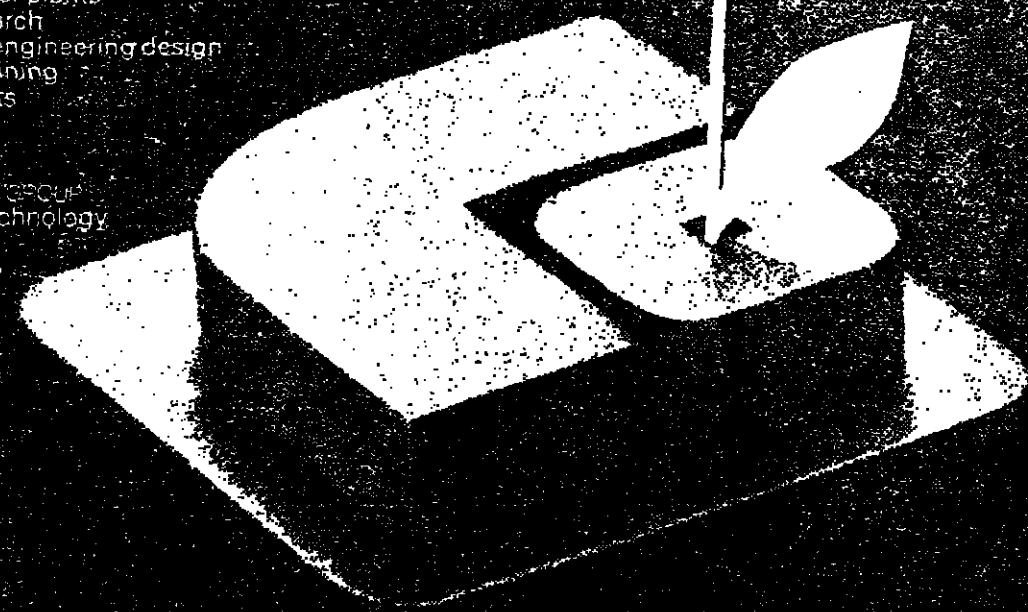
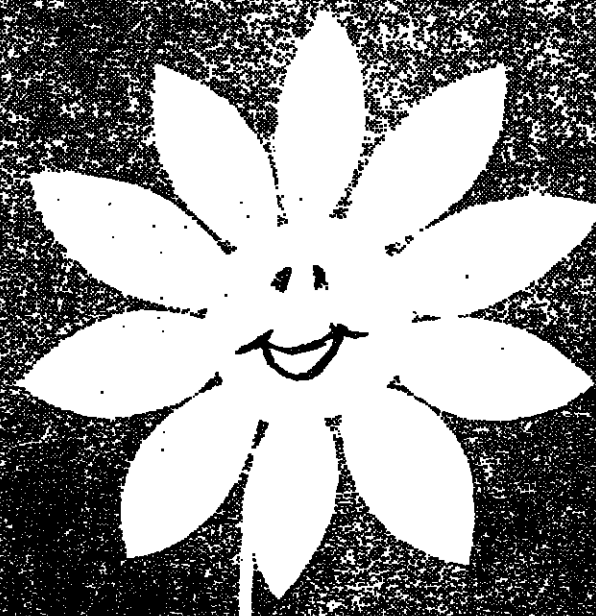


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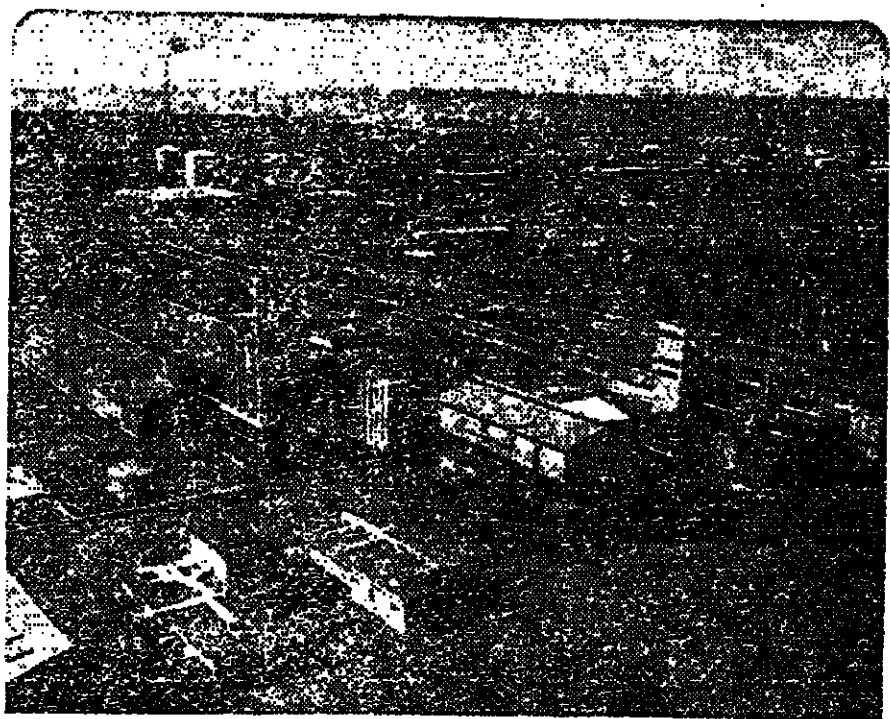


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THE UK PLANT and equipment Sea Oil on Scotland" prepared by the Scottish Economic Planning Department, suggested that there could be between 18 and 24 platform orders to come from the start has been one of the most successful supply sectors. Onshore too it has met field development plans are presently being studied by the Department of Energy and these massive terminals to receive should be approved in the next few weeks.

These developments have tended to overshadow the construction programme that is also under way at four oil refineries in South Wales, the Thames Estuary and Humber. The refining industry has been operating for many months under the cloud of severe overcapacity and there have been several plant closures, particularly on the Continent. But in the UK a large part of the industry has embarked on an investment programme worth several hundred million pounds. Companies such as Mobil, Texaco, Total and Amoco are building new refinery units to upgrade the heavier oils into lighter products, such as petrol, for which demand is growing far more quickly than for the heavier fuel oils.

The fabrication of plant and equipment has traditionally been a strong sector of the UK engineering industry and it is certainly this activity which, more than any other, has provided the UK with a growing share of the domestic offshore supplies market for goods and services. The general UK share has been growing in recent years and last year domestic suppliers took 62 per cent of a total market worth about £1.3bn. But in the sector of the market covering process plant and power generation equipment, for example, the UK share was as high as 72 per cent, with domestic industry taking orders worth £109m out of a total market of £151m.

The high UK share has been achieved in the face of intense international competition. In addition the supply from the UK of an extensive range of specialised oilfield equipment for overseas markets is also developing. The pace of offshore exploration overseas has been quickening as new areas have been opened up in North and South America, the Far East, India and Australia. Export markets will represent increasingly important outlets for UK plant manufacturers with experience in the North Sea, and overseas sales will also help to pull companies through fallow periods in the home market. In order to ensure a steady flow of work, the suppliers of process plant and power generation modules are totally dependent on orders for production platforms being placed by the oil companies. These orders virtually dried up in 1975 and 1976. But after this bleak period for major contracts decisions were made last year to go ahead with the development of the North Ninian, Murchison and Tartan Fields. These platform orders, which were shared around three steel fabrication yards in Scotland and one French yard at Cherbourg, have been followed this year by Shell/Essso's decision to go ahead with the development of the Fulmar Field.

Forecasts of future field development decisions have always been over-optimistic. But one of the latest official estimates contained in the report "The Economic Impact of North Sea Oil" suggest that the amount of new oil production in the North Sea will be about 80 per cent of this work force is at Sullom Voe at one time. The terminal is little more than 40 per cent complete, but a crash building programme during the summer has ensured that the minimum facilities are ready for the reception of stabilised crude oil. Eventually when all the gas processing facilities are complete the crude will flow untreated straight to the terminal. Here the various gases, such as methane, propane and butane will be separated out, liquefied and stored ready for shipment from the terminal.

Expansion in gas

THE GAS industry is engaged in a major expansion programme over the next five years to find markets for the increasing quantities of natural gas that will be coming ashore from the North Sea, such as Frigg and Brent. Much of the construction work onshore has been completed, but British Gas is still planning to spend another £1.6bn over the five years to 1982-83 on new plant and equipment. About two-thirds of this expenditure will be on the transmission, distribution and storage equipment while about one-fifth will be devoted to the British Gas's own offshore exploration programme. The Corporation is planning for sales of more than 18bn therms a year by 1982-83 compared with 15bn therms in the last year 1977-78. The main expansion will be in the domestic market, where in four years' time gas should be supplying half the energy used in all households. Capital investment by British Gas last year totalled £201.2m compared with £243.7m in 1976-77.

Gas supplies from the southern North Sea fields have been flowing to the various terminals in England—Easington, Mablethorpe and Bacton—since the late 1960s and early 1970s. The present building programme encompasses the northern fields in the northern North Sea, such as Frigg and Brent, the Anglo-Norwegian Frigg Field, and associated gas from such discoveries as Brent and Piper. These developments are exclusively located in Scotland, but construction work will move south of the border again in the early 1980s as British Gas starts to develop its gas discovery in Morecambe Bay off the north-west coast of England.

The first supplies of gas from the Frigg Field arrived at the terminal at St. Fergus, near Peterhead, a little over a year ago from the UK sector of the field. Since the autumn pipeline deliveries have been boosted by the start of production from the Norwegian part of the field. Supplies began to build up in October to a level of 35m cubic metres a day and output should reach a peak of 43m cubic metres a day by the end of next year. By then the Frigg Field will be accounting for about 20 per cent of British Gas's present supplies. The St. Fergus terminal is the

CONTINUED ON NEXT PAGE

by special gas carriers. Some of the gases will also be used for power generation at the site. To speed construction, CJB, the main contractor for the processing facilities, is using a system of modular building, to allow complex equipment to be pre-assembled in the easier mainland environment.

Pre-assembled pipe racks are beginning to appear at the site, and as the delivery of the various equipment units increases to a peak next summer there will be a major logistical problem in ensuring that all the pre-assembled parts are on site when needed. In the meantime, however, as oil production from the East Shetland Fields builds up, much of the associated gas that is produced along with the oil will have to be flared into the atmosphere, especially from the Cormorant, Heather and Ninian Fields.

The other major construction job onshore that has been badly hit by delays and rising costs is Phillips Petroleum's crude oil terminal at Seal Sands on Teesside. Construction here is three years behind schedule and costs have doubled to more than £300m. The 220-mile crude oil pipeline from Phillips' Eklöf Field in the Norwegian sector of the North Sea was commissioned in 1975. But it is not expected that the terminal will be able to start taking un-stabilised crude before the second quarter of next year.

Eventually the terminal will have the capacity for dealing with 1m barrels of oil a day. But until the natural gas liquids separation and treatment facilities are completed from the middle of next year the terminal can handle little more than 400,000 barrels a day of "dead" crude—oil that has already been stabilised offshore.

On the island of Flotta in the Orkney Islands, the third major terminal to be built to receive North Sea crude oil is nearly completed. The terminal serves Occidental's Piper and Claymore Fields, but it is possible that oil will eventually be piped to Flotta from other fields as well, such as Texaco's Tartan Field. The Piper portion of the terminal is finished and provides 5 storage tanks, each with a capacity of 500,000 barrels.

Two further storage tanks are being erected with a capacity of 1m barrels to take production from the Claymore Field. The terminal also has a gas-liquid separator plant and a gas liquefaction plant for propane and butane. The \$150m gas conservation programme that Occidental is now completing for the two fields will mean that production of propane from the Flotta terminal will be doubled from 6,000 to 12,000 barrels a day.

Further downstream the oil industry is also engaged on an ambitious programme of refinery expansion in the UK, which has opened up important opportunities for the process plant industry.

The oil companies are not adding primary distillation capacity which is already in severe overcapacity throughout Western Europe — indeed two projects for new refineries in the UK, one

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Fresh hopes in chemicals

THE NEWS this week that BP Chemicals is to build a £50m ethanol plant at its Grangemouth site in Scotland should have provided some cheer for the UK's chemical process plant industry.

For some time now the chemical industry throughout Western Europe has been suffering from overcapacity plus weak prices in many product areas and this has led most of the major companies to take a cautious view on future capital investment. It has also led to the cancellation of a number of large projects. Yet amid the general gloom there have been a number of forecasts of better times to come somewhere around the mid 1980s. There have also been calls for capital expenditure programmes to be started now so that European chemical concerns in general and British ones in particular will be able to steal a march on their competitors once the boom begins.

The heartening point about BP Chemicals' decision to build a major ethanol plant in Scotland is that the company is actually spending money on preparing for an improved chemicals market in the 1980s instead of merely talking about it—a fact which must give process plant companies some ground for optimism.

Not that the present picture is entirely bleak. Forecasts

prepared by the Process Plant Economic Development Committee this summer put total fixed capital expenditure for the chemical industry at £3,010bn during the three years 1978-80. The Committee's forecasts were never officially published because of substantial cutbacks in general industrial investment that were announced just as they were about to be released.

Yet the Committee's figures, based on a survey carried out in March by the Chemical Industries Association, still provide a reasonable, if slightly optimistic, guide to forthcoming investment in chemical plant. The forecasts showed that investment in 1978 was expected to be £931m while estimates for 1979 were set at £1,078m and for 1980 at £1,001m.

Capacity

"It is thought by the industry that this investment programme provides more than adequate production capacity in aggregate for both home demand and a sustained increase in exports up to 1981," the Committee said, though it added: "However, the CIA does express some caution about further expansion in the current situation of world trade and the economic performance of the OECD countries."

It should be noted that the CIA survey is one of company intentions early in 1978 which might be modified in either direction if world and UK economic and trading conditions change or as a consequence of improvement or deterioration of general business consequences.

The committee noted that the actual level of investment by chemical companies last year was some 10 per cent lower than what had been forecast. The process plant industry itself now reckons that the forecasts for 1978-80 will also prove to have been at least 10 per cent too high.

The main reason for the shortfall on forecast investment by the chemical industry in the UK last year was "postponements due to construction

problems, reduced pressure from market demand and reduced profit expectations or cash availability." This year has produced its own crop of postponements and cancellations of major chemical plants.

In August, Imperial Chemical Industries halted construction work on its 180m vinyl chloride monomer plant at Wilton on Teesside. The company decided to go ahead with the engineering design work for the 150,000 tonnes a year plant but it suspended the ordering of certain key components and it instructed the main contractor, Fluor, to start negotiations with suppliers on the cancellation of some existing contracts.

Only six weeks earlier Shell Chemicals UK had decided to halt design work on a £200m petrochemicals plant planned for its Stanlow site on Merseyside. The decision to cancel the building of the 350,000 tonnes a year ethylene plant at Stanlow was taken because of the increasingly bleak picture of overcapacity in ethylene all over Europe. Shell Chemicals was particularly unwilling to go ahead with the project in the light of Esso Chemicals' plans to build an ethylene plant at Mossmoran in Fife.

As it happens the Mossmoran project is still being held up because of objections from the local residents to the granting of planning permission. Lengthy delays in obtaining

planning permission—usually because of environmentalist lobbies—are becoming more and more frequent throughout Europe and the problem is one which is increasingly worrying the chemical industry. Clearly these delays must also have an adverse effect on process plant concerns.

Meanwhile Esso Chemicals, which estimates that it will have spent between £12m and £15m by the end of this year on design and engineering plans for the new plant, is still pressing ahead with the Mossmoran project.

Another major UK ethylene plant, which is at a far more advanced stage of construction, is that being built by BP Chemicals and ICI at Wilton on Teesside. The project, which will employ a steam cracking process designed by Stone and Webster, is nearly two years behind schedule—as is the acrylonitrile plant being built by Monsanto at Seal Sands on Teesside. Construction delays have been the chief cause of the two plants falling so far behind schedule although the Wilton project has also been affected by late deliveries.

Up to now, UK chemical process plant companies have not been hard hit by the British construction industry's notorious record on completion as compared to its European counterparts. But there are signs that the poor image of the construction industry is beginning to

rub off on process plant companies—particularly now that international competition is becoming so intense with the shortage of orders. What is worse is that it always seems to be the really big chemical plant projects that are worst affected by construction delays. Smaller projects, such as BP Chemicals' £20m aspic benzene and polyethylene plants at Grangemouth, which are due to be finished at the end of this year, stand a much better chance of being completed on schedule.

Mr. Harry Hornsby, who spent 30 years in the chemical industry before moving to the Process Plant Association, believes that a far bigger problem for UK process plant concerns operating in the chemicals sector is government-subsidised competition from abroad.

Indications

He says the indications are that European competitors for chemical plant and oil refinery projects are being subsidised by their governments in one form or another—particularly in France, Italy and the Netherlands. Mr. Hornsby says their prices for chemical plant contracts are sometimes 20 per cent, 30 per cent, or even 40 per cent below those of UK concerns and he reckons that only government subsidies could make this possible. He adds that there have been occasions when the prices of European

companies for a particular contract have been lower than comparable UK concerns would need to cover material costs.

Mr. Hornsby is certain there will be a big growth in demand for chemicals in Europe. But he tempers this note of optimism by saying that in his experience the switch from shortage to surfeit in chemicals demand invariably comes when it is least expected. This in turn cannot be good for a process plant industry that already suffers from violent swings in its own demand rate with all the accompanying problems of attracting and keeping adequate numbers of staff.

The Process Plant Association would like to see greater boldness on the part of chemical companies when taking investment decisions and this is a view supported by the UK chemical trades unions—particularly in regard to the production of plastics materials. The chemical majors themselves continue to be more wary but there are signs of a more optimistic attitude beginning to show itself. Perhaps one indication of this is that ICI, which is already pressing ahead with plans to sanction capital expenditure projects worth more than £500m this year, has started looking for a site for a new UK chemicals complex that is likely to be on the same scale as that at Wilton on Teesside.

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Gas

CONTINUED FROM PREVIOUS PAGE

focal point onshore of the development of the northern gas fields. It will also receive gas from the Brent Field and from other smaller fields which may eventually be linked to the Frigg and Brent trunk-lines. British Gas itself has invested more than £400m in the construction of its part of the terminal and the associated transmission system.

At St. Fergus the gas from the offshore fields is regulated, treated and compressed to meet the requirements of the land transmission system. On a 500-acre site one of the largest gas treatment plants in Europe is being constructed. The site is large enough to allow the installation of all the processing equipment required and it forms a new supply base to the north of British Gas's main national transmission network. The Gas Corporation and the partners in the Frigg Field—Elf Aquitaine, Total, Norsk Hydro, and Statoil—have each developed about 120 acres of the site for the Frigg reception facilities. But there is still substantial space remaining for the facilities needed to handle the gas flow from the Brent Field and any other fields that might follow.

The requirements of a rapidly expanding gas industry based on natural gas supplies from the North Sea have offered important opportunities for process plant manufacturers in the UK for more than ten years. Clearly the pace of this development cannot be sustained indefinitely, however, and the timing of the

next phases of the work are far from certain.

One of the biggest questions marks concerns the development of the gas transmission and treatment facilities for Shell/Esso's Brent Field, the largest oil field discovered in the UK sector of the North Sea. The field has one of the highest ratios of gas to oil of any of the North Sea finds which has meant that a separate pipeline system has had to be built to handle the gas supplies. Brent has about 3 trillion cubic feet of natural gas as well as about 600m barrels of condensate and natural gas liquids.

This particular mix of hydrocarbons—the field contains about 2bn barrels of recoverable reserves of oil, including the gas liquids—has necessitated an offshore development programme that in complexity rivals any in the world. But it is onshore where Shell is wishing to build the various process plant units that the scheme has run into most serious trouble.

As far as the St. Fergus terminal is concerned, the development is proceeding within its various deadlines. Shell/Esso has agreed a contract with British Gas to start supplying natural gas (methane) to the Corporation in October 1980. Supplies are supposed to build up to a minimum level of at least 500m cubic feet a day. Shell's gas terminal on the land beside the Frigg and British Gas units is under construction. Costing at present estimates a little over

£100m, it should be ready by the middle of 1980.

The plant is designed to take out the natural gas stream for use by British Gas, allowing the remaining gas liquids to be piped 135 miles south to a separation plant in Fife. Here the ethane stream would cross a boundary fence to a petrochemicals plant proposed by Esso Chemicals. The propane and butane, which should find ready customers in the fuel markets of Western Europe and North America would be moved by a short pipeline to a marine terminal at Braefoot Bay.

But local resident living around Braefoot Bay have objected to the proposed plant, and a skilful and articulate protest campaign they have waged for two years has held up Shell's request for planning permission. A public inquiry into the scheme was held in July last year and Mr. Bruce Millan, the Secretary of State for Scotland, finally gave provisional outline planning permission in March.

Evidence

Since then, however, he has been considering new evidence on the possible dangers of explosions being caused by the transmission of radio sparks, and his verdict has been further delayed for another nine months. Shell/Esso can only be patient and await his decision, but they are caught up in the middle stages of a project

that is already expected to cost some £33m. The delay at Mossmoran means a major hold-up for the process plant industry, which is waiting for contracts that could total nearly £500m. Meanwhile, Shell/Esso have already accepted that they will not be getting the early gas sales they were banking on. More importantly, however, it means that gas re-injection will have to be increased at the field, which could have had effects in the long-term on the performance of the oil reservoir.

After Brent the next major onshore terminal to be built will be British Gas's own project to exploit its Morecambe Field off the north-west coast of England. Sir Denis Rooke, chairman of British Gas, said earlier this year that the field has reserves of the order of 2.3 trillion cubic feet of gas. It will be developed in the early 1980s. It has not yet been decided in detail how the field will be operated, but the cost of production platforms, under-sea pipelines, a shore terminal and the feeder lines into the national transmission system will require an investment of several hundred million pounds.

At least five sites are under investigation for the onshore terminal to receive the Irish Sea gas, including Barrow, the south-east of the Lune estuary, near Glasgow, Cockerham or Dovedale, the south bank of the Ribbles estuary near Southport and the Preesall-Pilling area near Fleetwood.

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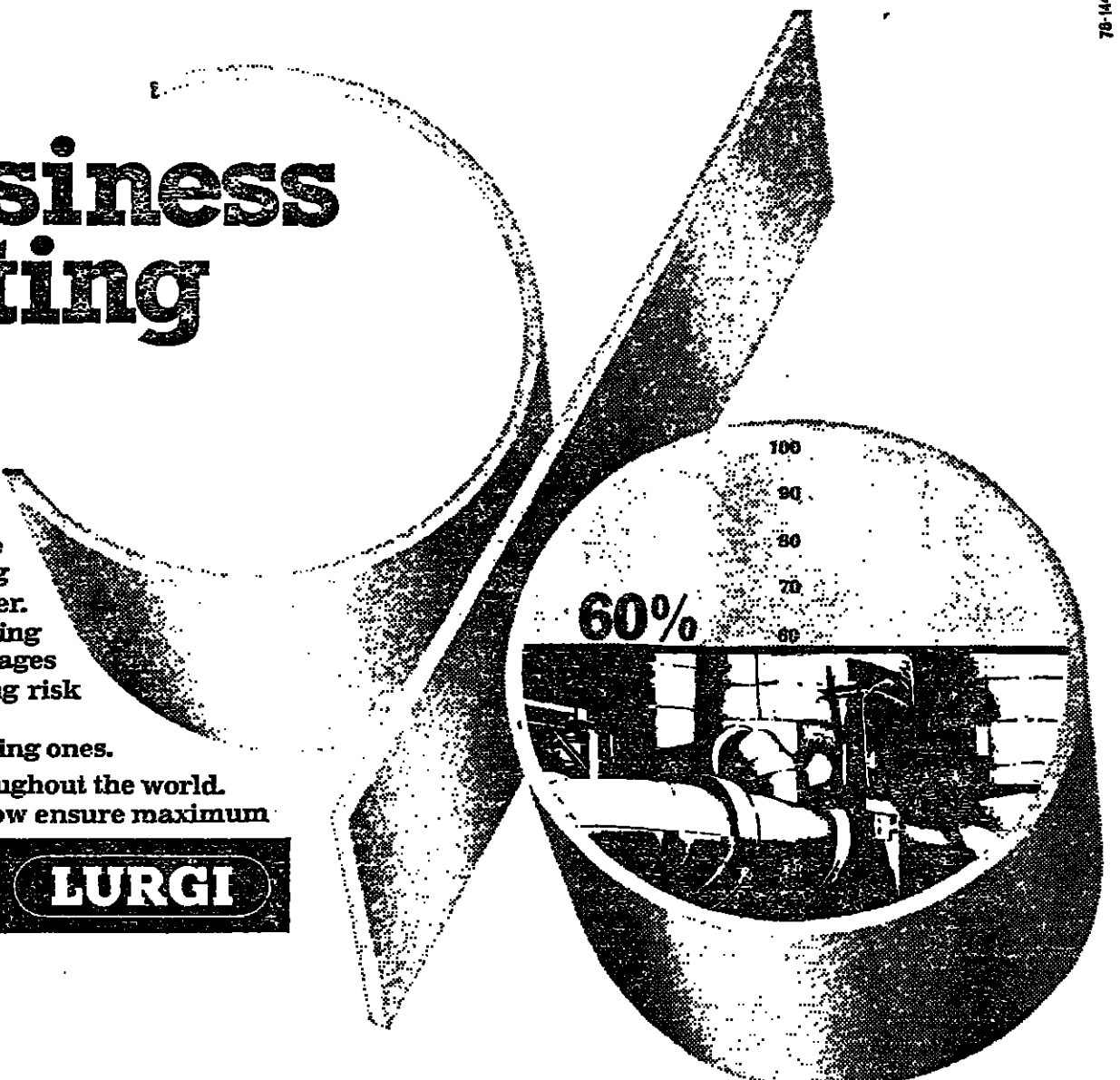
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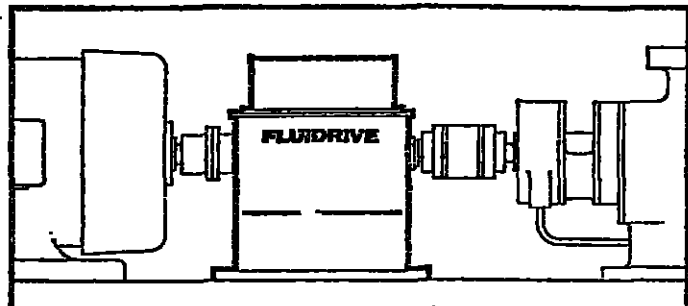
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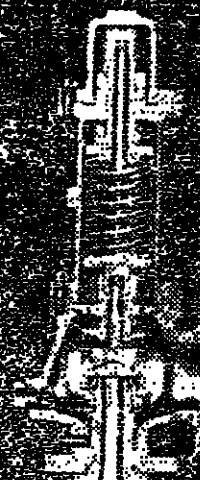
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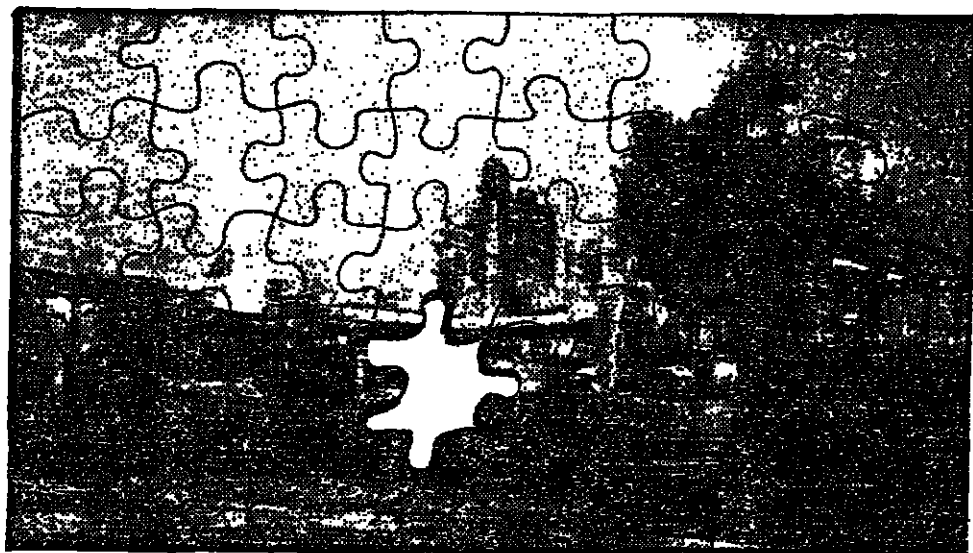
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PROCESS PLANT IV

Steel industry forced to look abroad

RARELY DOES an industry lose the prospect of £2bn-worth of work at one blow. But that is what happened to the British makers of steelworks plant and equipment a few months ago when the Government and the British Steel Corporation finally decided that the ambitious plans laid down in the early 1970s for the expansion of public-sector steelmaking were no longer realistic and must be scrapped.

The plant makers are still shaken by the home market cut-back. To their credit, however, it must be said that they have readjusted rapidly to the new situation in British steel-making and, at the same time, have begun pursuing foreign business with renewed vigour.

Overseas

The biggest British group in the industry, Davy International, is collaborating closely with British Steel on overseas work.

The two organisations, with other British manufacturers, are bidding for new business in many parts of the world including some of the most glittering potential orders of all in China.

The strength of demand for steel plant among the developing nations may well prove sufficient to take the sting out of the retrenchment at home.

The crisis in demand for steel throughout the West during the last three years of economic recession caught British Steel in a difficult position. Having agonised about the future for nationalised steelmaking during the early 1970s the corporation had embarked upon a major expansion designed to provide between 30m tonnes and 40m tonnes steelmaking capacity in the 1980s and 1990s at a small number of major sites.

As the crisis in the steel trade developed from 1975 onwards the British Steel plan looked increasingly unrealistic. The

process began of chipping away at its edges. But major forward investment decisions for hard-ware were still being made and it was clear that the plan should be allowed to continue in approximately its original shape. It would consume some £1bn a year investment capital during the late 1970s and the early 1980s.

By late 1977 Mr. Eric Varley, the Industry Secretary, was being advised that he must give priority to sorting out the mounting problems of steel. A committee was set up under Mr. Gerald Kaufman, one of Mr. Varley's junior ministers, to advise the Cabinet how to proceed. Meanwhile, the all-party Commons Select Committee on Nationalised Industries was casting its own critical gaze upon the British Steel investment programme and pressing the Government for more information.

When Mr. Varley introduced a White Paper—"British Steel Corporation: The Road to Viability" (Cmd. 7149)—in the spring he carefully avoided putting figures to redundancy targets. He emphasised instead that the Government is taking a "step by step" approach to overhauling British Steel.

In practice this has meant that in little over a year the corporation has cut back its work force from 207,000 to 189,000 and is continuing to bring about manpower savings by closing ageing steelworks. At the same time the investment programme—one figure that Mr. Varley was prepared to talk about—has been halved from near £1bn a year to some £500m a year from now on. In practice British Steel will probably only spend about £400m in the financial year 1977-1978, although the figure is expected to be of the order of £500m a year in future years up to about 1983.

The biggest immediate

casualty from the plant makers' point of view has been the loss of the planned £800m-plus expansion of the Port Talbot strip steel works in South Wales.

The industry had hoped to be embarking by now upon a new show-piece strip mill at that works together with numerous other development projects in iron and steelmaking and steel finishing to double the steel capacity of the works. But putting on extra steel capacity is distinctly unfashionable in the current climate of European steelmaking. Indeed it is virtually prohibited under the schemes of Viscount Etienne Davignon, the Industry Commissioner, for restructuring the industry throughout the EEC to make it more modern and effective. So Port Talbot is being modernised and improved—still at a cost which will total several hundred million pounds—but without the big new set-pieces of the plant makers' art.

Capacity

The emphasis at this works, as at all British Steel works now, is on upgrading quality rather than making more steel.

British Steel is concentrating upon finishing those capital investment schemes which are past the point of no return. The big 10,000 tonnes a day blast furnace and its associated coke and ore preparation plant at Redcar will be finished next year. Whether or not it will be put into production immediately must be considered an open question at this moment. But the furnace will demonstrate the British plantmakers' ability to compete in the most advanced blast furnace and ore techniques now employed in the world.

Another big job that is not being sacrificed is the installation of basic oxygen steelmaking at Ravenscraig, Scotland, to provide a central, efficient steel-

making supply for the many small and specialist steelmaking operations north of the border.

Document

In the next two years the corporation will be spending £38m at Redcar, £24m at South Tees-side, £75m at Ravenscraig, £25m at Hunterston, Scotland, some £70m at Port Talbot, £25m on South Wales tin plate developments, a further £15m on stainless steel-making at Sheffield, £15m at Rotherham, and £27m at Corby. In addition another £250m will be spent over the two years on smaller schemes each costing below £10m.

The latest British Steel projections for the future are contained in a document Prospects for Steel which includes those figures. It is based upon the premise that the investment can be justified: that with the new steelmaking plant the corporation can return to viability from the current position of losses exceeding £1m a day.

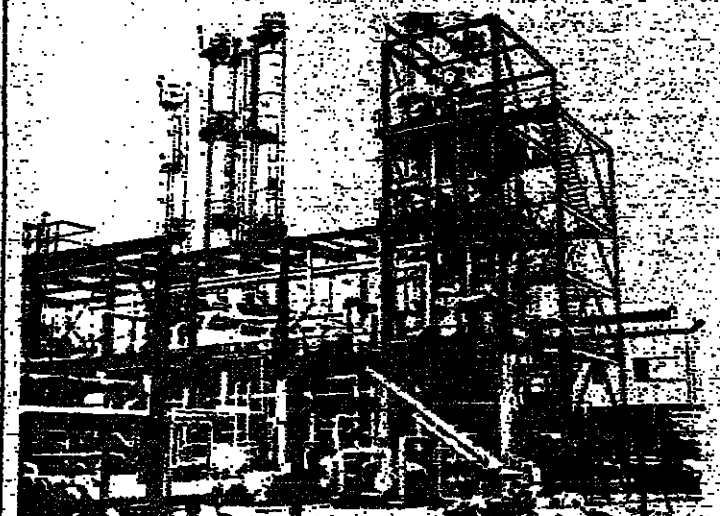
The private sector of British steelmaking is small compared with the public sector. But the plant makers recognise the growing importance of the private sector which is employing new capital at a faster rate than British Steel.

Alpha Steel—an internationally financed company—came virtually out of the blue to build a new steelworks with a potential output of 1m tonnes a year at Newport, South Wales.

The private sector steelmakers are producing some 3.2m tonnes a year, now and have about 15 per cent of total British steel production. Within the sector there are more than 300 separate investment schemes in progress. Among the biggest are the modernisation by GKN of the Ebbw Vale Works, North Wales, at a cost of more than £50m, and the installation of electric arc furnaces by Dupont

Steels in South Wales. The majority of the schemes are for much smaller and are concerned with improving existing works and processes. They are, nevertheless, valuable and consistent business for the plant makers. The future demand for steel breaking new ground is with the plant in Britain can now be clearly identified for several years to come. British Steel is most unlikely to launch any graded works for the hoped-for expensive new steelmaking venture. Rather the corporation expects to try to get the most out of its existing production capacity of up to 2.5m tonnes a year by an annual yield of approximately 1.5m tonnes of steel. The private sector is expected to continue to invest heavily in steel at roughly the same level as at present.

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Drax decisions boost electricity

THE BANDWAGON had been stuck for a long time and there were general cheers from the electricity plant makers this year when the Government set it on the road once again. The Scotland Electricity Board—two big decisions have been the apportioning of contracts for the second half of the Drax coal-fired power station in Yorkshire, and an interim programme for nuclear stations which at least enables the companies to look ahead until 1982.

Two new advanced gas-cooled reactor power stations are to be built—one by the Central Electricity Generating Board, The Hartlepool and Hesham AGRs should also start-up in 1980 or 1981.

The board is determined that the AGR mistakes will not be repeated and is looking for a straightforward design and building package for its next AGR which will be a standard for future repetition orders. Basically, it is to be modelled on the Hinkley Point AGR station.

Meanwhile, after three years of talks the British and French Governments have agreed that a 2,000 MW cross-Channel electricity cable should be built. It is likely that four pairs of cables will be laid on the bed of the Channel between Dungeness and a point on the French coast near Boulogne.

Over the next four years the project is expected to cost about £220m which will be split between the two nations. It looks like a cheap way of achieving the equivalent power capacity of a new large power station.

Five big fossil-fuelled and hydro power stations are now being built for the CEBG. They are: a 1,500 MW coal station, Aberthaw B in Glamorgan; a 1,625 MW pumped storage scheme at Dinorwic, North Wales; a 3,300 MW oil-fired station at Grain, Kent (incidentally the largest oil-fired power station being built in Europe); a 1,000 MW oil-fired station at Ince, Cheshire; and a 2,000 MW oil-fired station at Littlebrook, Kent.

The problems afflicting large engineering construction sites in Britain—problems highlighted in a National Economic Development Office report—are being felt acutely on that power station building programme. Some of the stations are years behind schedule. The CEBG is estimating that it now takes about 11 years from proposing a big power station to the start-up date and is arguing heavily that such a period is too long. Efforts are being made with the new Drax contract to have the station built in seven years.

The nuclear power station building programme also has its troubles. But in this case they stem mainly from the design and construction problems experienced with the various designs of advanced gas-cooled reactor stations (AGRs) now being built. The CEBG estimated recently that the actual cost to the electricity user of the late delivery of those kilometres of new transmission stations was a total of £350m a year in higher power costs.

Dungeness B in Kent, the most troublesome nuclear power station ever built for the CEBG, Transmission systems and

is now in its final stage having been started in 1966. It is planned for completion by 1980. The Hartlepool and Hesham AGRs should also start-up in 1980 or 1981.

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Projection

The CEBG's corporate plan—the third such annual projection to be published—is forecasting an increase in maximum load demands in Britain from 44,000 MW in 1978-79 to 52,000 MW in 1984-5. But it points out that the time-scale for providing nuclear stations is now becoming so long that a considerable investment will be necessary ahead of requirements if power shortages are to be avoided.

The theoretical margin of capacity over maximum electricity demand possessed by the CEBG is now some 28 per cent—a high figure by historical standards. But the board argues that it is the sort of theoretical margin that will be necessary in the future as the industry relies increasingly upon big generating sets—each of which, when out of use represents a considerable capacity loss.

The uncertainty surrounding power station construction times is going to be tackled energetically by the power authorities and by the power plant industry in the coming months—the new AGR and Drax orders provide the incentive. But it is doubtful whether planning forecasts can be modified. The power authorities will want cast-iron proof that power stations can be built to definite time limits before they dare adjust their ordering programmes.

The CEBG capital investment programme for 1978-79 includes £267m for conventional stations, and £93m for nuclear stations, and no less than £67m for transmission investment.

Transmission of power is becoming an increasingly complex and expensive business. Last year more than 60 route the late delivery of those kilometres of new transmission stations was a total of £350m a year in higher power costs. Dungeness B in Kent, the most troublesome nuclear power station ever built for the CEBG, Transmission systems and

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FARMING AND RAW MATERIALS

Decline in rubber prices

By Our Commodities Staff

NATURAL RUBBER prices fell to their lowest level for nearly three months on the London market yesterday.

Less than four weeks ago the RSS No. 1 spot price reached an all-time peak of \$4.40 a kilo but by last night's close it had slipped to \$3.85 following a 1.5p decline on the day.

The downturn in the market mainly results from the drying up of the speculative buying interest which had boosted the price to its record level. Eastern European and Japanese demand has also declined dramatically and further downward pressure was provided last week when Indonesia declared its intention to reduce its demand for rubber.

London market sources said the reduction in demand had coincided with a period when production was moving up to its seasonal peak.

Argentina backs wheat export pact

BUENOS AIRES, Nov. 29.

ARGENTINA is ready to form a common front with other wheat-exporting countries if present obstacles to reaching a new International Wheat Agreement are not overcome, the government said today.

Agriculture Under-Secretary Jorge Zorreguieta, who attended the recent Geneva talks aimed at replacing the 1971 International Wheat Agreement, said negotiations were suspended when the Argentine and other countries failed to guarantee exporters what they considered a reasonable price.

He said both parties agreed to keep in contact with each other, but no further details were released.

International Trade House sources said they understood the Board and the Chinese buying authorities failed to reach agreement on the price of Australian wheat.

The failure by no means suggests Australia will not ultimately sell to China from its expected bumper 1979/80 crop but the Board will have to match the price and terms of other origin wheat to do so, they added.

AN AUSTRALIAN Wheat Board delegation which recently returned from Peking concluded no business with China "on this occasion," a Board spokesman said.

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Confident UK pig farmers step up production

By Christopher Parkes

A SHARP increase in pig production is in the pipeline, reflecting a resurgence of confidence among British farmers.

Figures collected by the Ministry of Agriculture in its latest census show the number of pregnant sows on farms in September was 6 per cent higher than a year earlier.

The number of young female pigs present for the first time was 20 per cent higher.

Producers have been encouraged by higher market prices for pork, strong demand for bacon, and promises of reductions in import subsidies on competing products from Denmark and Holland.

Heavy grain and vegetable protein crops in Europe and elsewhere suggest more stability in the feed market.

Some 70,000 young females were present in September compared with only 51,000 a year earlier.

Two years earlier, in the months before a major price slump caused by over-supply, there were 107,000 gilt impregnated.

The number of expectant sows stood at 447,000 head. The total breeding herd was up 8 per cent at 733,000 compared with 738,000 head in the pre-crisis autumn of 1976.

Although production of pork and other pigmeat products is plainly going to increase prices can be expected to remain fairly steady. The British meat market which is expected to be under-supplied with beef for the next year at least should be able to absorb extra quantities of pork and bacon without any great disruption.

Beef production, on the other hand, is still stagnant. The number of cattle in the beef breeding herd was 1 per cent lower than in September, 1977.

Although the number of dairy heifers in calf was up 1 per cent, the dairy herd is now the main

source of young stock for fattening to beef weights.

Mr. Wally Johnson, chairman of the Meat and Livestock Commission said in London yesterday that he did not expect any recovery in UK beef output until 1981.

The beef herd would probably fall in 1979, remain unchanged in 1980 and begin to expand again during 1981.

To revive confidence in the livestock industry, he said farmers needed an early devaluation of the "green pound" - the special agricultural exchange rate for sterling - against the EEC's unit of account.

This would raise support prices for all farm produce and reduce the monetary compensatory amount import subsidies paid on food imports into Britain from other Community countries.

Mr. Johnson also forecast that the Commission would end the current financial year with a deficit of more than £500,000.

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Shortage fears boost lead

By John Edwards, Commodities Editor

LEAD PRICES jumped on the London Metal Exchange yesterday following reports of further substantial sales to the Soviet Union coupled with renewed demand from Eastern European and Far Eastern countries.

It is feared that a further shortage of supplies available to the market may develop as a result of the new buying interest. A significant feature was that the price gained was 1.5p to 1.75p, well above its premium over the three months quotation that rose by 1.1p to 1.41p.

Lead stocks in Metal Exchange vaults called in this month fell to the lowest level since February 1975.

Tin prices also moved up again yesterday, reflecting another rise in the Penang market overnight. Demand in Penang was reported to have exceeded available supplies, entailing "rationing" of 10 per cent to buyers.

Silver prices were marked down at the London Bullion morning fixing, with the spot quotation cut by 4.5p to 322.7p an ounce. However, values called in later trading, when the New York market was boosted by the larger than expected U.S. trade deficit for October.

World coffee exports rising

Financial Times Reporter

WORLD COFFEE exports are estimated to have increased in the fourth quarter of the 1977/78 coffee year, October-September, in more than 14m bags (60 kilos each) compared with an average of 12.5m bags over the previous five years, according to delegates to the International Coffee Organisation (ICO) meeting in London yesterday.

For the whole 1977/78 coffee year, however, exports are estimated to have risen by 5.5m bags against a five-year average of 56.5m.

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WESTERN SAHARA

Phosphate mines to remain idle

By Tony Hodges, recently in Western Sahara

THERE ARE no plans to resume work in the near future at the phosphate mines in the Western Sahara.

Mr. Larbi El-Omari, director of Phosphocra, which owns the mines, told the Financial Times, "I do not know when mining will resume."

Mr. El-Omari also could not give a starting date for the company's 60-mile conveyor belt, used to transport phosphate from the mines to a coastal treatment plant, until guerrillas started attacking it three years ago.

Last July, Mr. El-Omari forecast that the conveyor belt would be ready by the end of the year. But these predictions were not borne out and now Mr. El-Omari is wary about giving any dates for the resumption of work.

Phosphocra is the most important economic victim of the war in the Western Sahara, which began in November 1975 when Spain handed over its desert colony to Morocco and Mauritania.

Morocco received the northern phosphate-rich sector of the territory when the two countries subsequently partitioned it. Phosphocra, formerly a wholly-owned subsidiary of Spain's Instituto Nacional de Industria (INI), was converted into a joint Moroccan-Spanish company in 1976.

Morocco's state-owned office, Cheriden des Phosphates (OCP), now has 65 per cent of Phosphocra's share capital while INI retains the rest.

Polisario, the guerrilla movement fighting for Western Sahara's independence, has since made Phosphocra's installations, especially its power lines and conveyor belts, one of its most important economic targets.

Mr. El-Omari claims that there are only 900 tonnes of phosphate at Bou-Craa. "Not more than 4 per cent of Morocco's total reserves," he says that INI's official estimate of 1.7bn tonnes is misleading because it is measured in terms of raw, rather than dried, phosphate.

But, in 1975, the last year of pre-war mining, Phosphocra exported 2.6m tonnes of phosphate and, until the war brought production grinding to a halt early in 1976, the company was expected to rapidly increase output at the two existing open-cast mines at Bou-Craa to their full-capacity rate of 5m tonnes a year.

This would have been nearly one-third of Morocco's total phosphate exports of 15.8m tonnes last year. The OCP, the world's largest phosphate exporter, which has been badly hit by the slump in world phosphate demand and prices since 1975, might have faced even stiffer competition for world markets if Phosphocra had gone on producing under an independent Polisario government.

Morocco's phosphate earnings fell from 4bn dirhams (approximately £312m) in 1974, at the height of the world phosphate boom, to only half last year. Mineral exports, almost entirely phosphates, fell a further 9.7 per cent in value in the first half of this year by comparison to the first half of 1977.

Phosphocra has gone on producing, or had even expanded production, the OCP might have been forced to cut back even further an output at its two big existing mines at Khourigba and Youssoufia.

As it is, the OCP has even been forced to ship phosphate from these mines to Spain, now that Spain cannot buy from Phosphocra. In fact, Spain has actually become the OCP's single-largest customer since the shut-down at Bou-Craa, buying 2.7m tonnes last year, almost as much as the second biggest purchaser, France, which bought 1.6m tonnes.

But Mr. El-Omari denies that the OCP wants to keep Bou-Craa closed. Morocco, he stresses, would prefer to be exporting from Bou-Craa, because the grade of phosphate mined there (80 per cent bone phosphate) is higher than at the two Moroccan mines, where it varies between 68 and 75 per cent BPL.

Indeed, Morocco would almost certainly like to resume working at Bou-Craa simply to prove that life is returning to normal in the Western Sahara

STOCK EXCHANGE REPORT

Investment interest falters and equity rally fades

Gilt-edged also quiet but fully steady—Inchcape weakens

Account Dealing Dates
Option
First Declara- Last Account
Dealings Dealings Day
Nov. 13 Nov. 23 Nov. 24 Dec.
Nov. 27 Dec. 7 Dec. 8 Dec. 19
Nov. 11 Dec. 28 Dec. 29 Jan. 9

Having discounted yesterday the effects of the slightly more rosy picture on longer-term economic prospects painted by NIESR in its latest report, equity markets took stock of the recent sharp recovery. Technical in essence when it had over the latter part attracted a revived investment interest and the FT 30-share index had regained some 21 points.

Yesterday, however, investors decided not to chase prices of leading or secondary issues higher. In consequence, the market tone was slightly uncertain and the appearance in mid-morning of professional stock, although modest in quantity, led to an extension of an early small decline.

The selling soon exhausted itself and buying inquiries revived yet again. Despite being limited in number, they were enough to get a recovery moving and just before the close of official business many leading issues were back at their overnight levels. In the afternoon, however, values tended to soften again.

The result was that the index settled a net 0.9 easier at 459.0 after having been 2.7 down at 11 a.m. and virtually all-source at 2 p.m. and 3 p.m. calculations. British Petroleum turned reactionary awaiting today's mid-afternoon results and fell 16 to 234p, while Inchcape weakened 23 to a low for the year of 203p following the disclosure that it was making a further provision of £12m on top of the £7.5m losses incurred by the Dutch subsidiary.

Most of the interest in British funds again comprised technical operations, many of which could not be completed because of technicalities involving interest payments. In the absence of any straight business quotations, generally held at their overnight levels with the exception of a few short-dated stocks, which eased.

The Government broker was not bid for runnables of either the medium or long end. Corporations placed infrequent improvements of 1, while Provincial Foundations moved up five cents in a restricted market to a high of 913.

The investment currency premium fluctuated between extremes of 781 and 783 per cent during the course of a moderate two-way business before closing on balance at 77 per cent. Yesterday's conversion factor was 0.750 (107.90).

A diminished business in Traded Options

Options saw the number of contracts decrease to 419 from the previous day's 1,008. Interest yesterday centred chiefly on Gilt and Shell, which recorded 79 and 76 contracts respectively.

Brentnall Beard down
Profit-taking after Tuesday's jump of 10 which followed news of the bid approach took Brentnall Beard down to 42p before a close of 46p, a net 2 lower on the day. Elsewhere in Insurance, Royal and Shell, which recorded 79 and 76 contracts respectively.

News items and speculative interest were responsible for notable movements in the Building sector. BPB featured, rising 11 to 245p, after 246p, on the satisfaction of interim profits and confident statement. Revised speculation support lifted Pochins 6 to 138p and Brown and Jackson a like amount to 215p, while Wilson (Contractors) fell 1 to 120p.

Wallis easier
Wallis touched 92p in initial response to the sharp increase in first-half earnings but then drifted lower to close a net 2 easier at 86p on consideration of the Board's warning of a second-half slowdown. JFI at 130p gave up the recent speculative rise and Fine Art Developments softened a penny more to 35p on further consideration of the disappointing mid-term results.

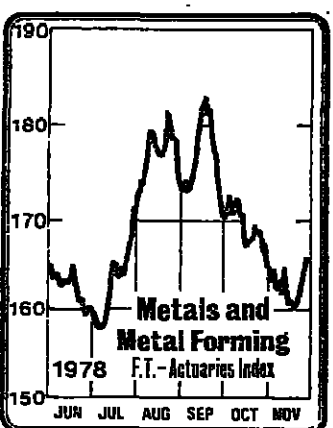
Most of the day's interest in Foods centred on selected secondaries, with the new share at 36p. Retained buying interest was shown in Fairview Estates which advanced 9 to 136p, while London and Provincial Shop Centres gained 3 to a high for the year of 130p.

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Metals and Metal Forming 1978 F.T. Actuaries Index

common price of 138p. Bishops Stores firmed 5 to 143p and Hilliards 4 to 230p, but profit-taking left Associated Dairies easier at 188p. Wholesaler Joseph Stocks put on 7 to 145p on the appearance of a few buyers in a restricted market and Lidstone jumped 45 to 150p in a nominal market following the bid approach. A good market of late on takeover suggestions, Robertson Foods gave up 3 at 142p.

Johnson Matthey firm
Johnson Matthey became a late firm feature in Miscellaneous Industrials, rising 14 to 464p in response to the satisfactory interim results and proposed a three-for-two scrip-issue. Reflecting the return to profitability and to the dividend list, J. Dykes advanced 3 to a 1978 peak of 401p, while renewed demand in a thin market lifted Hunting Associated 10 to 290p, De La Rue added 7 to 830p and ICI 3 to 422p. Aron Rubber, however, declined 4 to 180p in reaction to the disappointing annual profits and Sotheby's cheapened 4 to 383p on profit-taking after the recent strong advance which stemmed from hopes that the company may announce share-altering proposals with the results next 1 month. Narrowly mixed price movements were the order of the day among the leaders following a quiet trade. Boots softened late to finish 4 off at 199p, after 198p.

Pleasure featured the Leisure sector, rising 5 to 76p, after 78p, on revised speculative demand; last year the annual results were announced on December 13. Reflecting demand that developed late on Tuesday, Campari B firmed 3 to 96p, while Barry and Wallace Arnold A. received a gain of 4 to 36p. Motors encountered negligible interest with prices hovering around overnight levels, although Distributors provided the odd bright spot. Hartwells improved 4 to 340p, while the new share at 35p. J.C. Harrison added 3 to 109p. In contrast Harold Perry became a dull market and gave up 4 to 112p.

Daily Mail rose to 268p after the improved interim results, but slipped back to close unchanged at 268p. News International improved 5 to 235p. Leading Properties marked time, but secondary issues displayed one or two useful gains. Retained buying interest was shown in Fairview Estates which advanced 9 to 136p, while London and Provincial Shop Centres gained 3 to a high for the year of 130p.

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more to 84p and the Capital sales, at 80p, regained nearly all of the previous day's fall of 5 p that followed this year's expiry of the conversion period.

BP turn dull
Quieter conditions prevailed in the Oil market. British Petroleum, a good market of late, encountered nervous offerings in front of today's third-quarter figures and reacted 16 to 834p. Shell, down 6 at 386p, tended easier in sympathy, while Royal Dutch 3 cheaper at £401. Little of interest occurred in the more speculative issues, where Burmah Petroleum and Anglo American Corporation were both 4 cheaper at 384p and 280p respectively, while De Beers eased 2 to 336p. London-registered issues, however, made further progress. Gold Fields put on 2 to 176p on consideration of the chairman's remarks at the annual meeting. Lack of interest and the lower premium left Platinum showing modest falls with Impala 2 off at 174p.

Activity in Canada's Westfield Minerals continued at a high level with the shares moving within extremes of 374p and 330p prior to closing 10 higher on balance at 360p following the latest news of the company's uranium prospect in Newfoundland. However, Northgate Exploration, which holds 45 per cent of Westfield, was affected by profit-taking and lost 10 to 404p.

Australians provided features in Whim Creek and Hampton Areas. The former, which is associated with the Northgate group of companies, rose sharply to a 1978 high of 100p before closing 15 better at 90p following a persistent Irish demand. Hampton Areas climbed 8 more to 138p, after equalling their 1978 high of 140p, for a two-day gain of 13.

NEW HIGHS AND LOWS FOR 1978
The following securities quoted in the Share Information Service yesterday attained new highs and lows for 1978.

NEW HIGHS (17)
BUILDINGS (1)
Thames Valley
CHEMICALS (1)
Blackburn & Co. Ltd.
ELECTRICALS (1)
Shell Transport
INDUSTRIALS (2)
Crest Nicholson
NEWSPAPERS (1)
Watts & Potter
PROPERTY (1)
Capital & Counties
TEXTILES (1)
Haggs J.R.
MINES (1)
Whim Creek
NEW LOWS (21)
CHEMICALS (1)
Oils
STORES (1)
Whitbread
INDUSTRIALS (3)
Continental Group
Orestone

day despite a brief flurry of buying interest which occurred in the early afternoon following the U.S. figures.

Initially, the market had eased in line with the lower inflation price and investment currency premium. Then came the momentary rally but this soon petered out with overall losses producing a further 12 fall in the Gold Mines index to 124.1. The ex-premium index lost 0.7 to 92.1 while the bullion price was finally \$1125 up at \$193.50 per ounce.

South African Financials moved similarly to Golds. Anglo American Corporation and Union Corporation were both 4 cheaper at 384p and 280p respectively, while De Beers eased 2 to 336p. London-registered issues, however, made further progress. Gold Fields put on 2 to 176p on consideration of the chairman's remarks at the annual meeting.

Lack of interest and the lower premium left Platinum showing modest falls with Impala 2 off at 174p.

Activity in Canada's Westfield Minerals continued at a high level with the shares moving within extremes of 374p and 330p prior to closing 10 higher on balance at 360p following the latest news of the company's uranium prospect in Newfoundland. However, Northgate Exploration, which holds 45 per cent of Westfield, was affected by profit-taking and lost 10 to 404p.

Australians provided features in Whim Creek and Hampton Areas. The former, which is associated with the Northgate group of companies, rose sharply to a 1978 high of 100p before closing 15 better at 90p following a persistent Irish demand. Hampton Areas climbed 8 more to 138p, after equalling their 1978 high of 140p, for a two-day gain of 13.

FINANCIAL TIMES STOCK INDICES									
	Nov. 22	Nov. 23	Nov. 27	Nov. 28	Nov. 29	Nov. 30	Dec. 1	Dec. 2	Dec. 3
Government Secs.	69.85	69.85	69.85	69.85	69.85	69.85	69.85	69.85	69.85
Fixed Interest	69.85	69.85	69.85	69.85	69.85	69.85	69.85	69.85	69.85
Industrial	400.0	400.0	400.0	400.0	400.0	400.0	400.0	400.0	400.0
Gold Mines	124.1	124.1	124.1	124.1	124.1	124.1	124.1	124.1	124.1
Gold Mines (excl. 9 p.m.)	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1
Ord. Div. Yield	5.90	5.90	5.90	5.90	5.90	5.90	5.90	5.90	5.90
Earnings Yield (excl. 9 p.m.)	15.49	15.49	15.49	15.49	15.49	15.49	15.49	15.49	15.49
P/E Ratio (excl. 9 p.m.)	8.54	8.54	8.54	8.54	8.54	8.54	8.54	8.54	8.54
Debt to Equity	4.081	4.081	4.081	4.081	4.081	4.081	4.081	4.081	4.081
Equity Turnover (excl. 9 p.m.)	64.49	64.49	64.49	64.49	64.49	64.49	64.49	64.49	64.49
Equity Turnover (excl. 9 p.m.)	15.607	15.607	15.607	15.607	15.607	15.607	15.607	15.607	15.607

HIGHS AND LOWS - S.E. ACTIVITY									
	High	Low	High	Low	High	Low	High	Low	High
Govt. Secs.	70.85	67.85	127.4	124.1	93.1	92.1	129.3	128.4	129.3
Fixed Int.	61.27	60.50	120.4	120.4	90.1	89.1	128.9	128.9	128.9
Ind. Ord.	536.6	444.9	124.7	124.7	92.1	92.1	127.3	127.3	127.3
Gold Mines	206.6	124.1	442.3	43.6	124.1	124.1	124.1	124.1	124.1
Gold Mines (excl. 9 p.m.)	129.3	90.1	124.1	92.1	124.1	124.1	124.1	124.1	124.1

LONDON TRADED OPTIONS									
	January			April			July		
Option	Strike price	Unm. offer	Vol.	Strike price	Unm. offer	Vol.	Strike price	Unm. offer	Vol.
	800	152	—	172	—	—			965p
	850	107	—	122	5	140			
	900	109	1	89	—	101			
	950	22	1	57	—	107			
Union	140	15	7	17	—	72			148p
London	200	20	1	30	5	14			
Gold	160	14	1	37	—	14			175p
Gold	200	20	1	30	5	14			
Gold	200	7	10	14	32	18			
Gold	200	7	10	14	32	18			
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Gold	200	7	10	14	32	18			

OFFSHORE AND OVERSEAS FUNDS

INSURANCE AND PROPERTY BONDS

NOTES

[illegible]

Telford
Modernising the Midlands
Financial Information Contact
Financial Development Corporation
100, Cannon Street, London EC4A 3DF
Tel: 01-404 8000

FT SHARE INFORMATION SERVICE

Financial Times Thursday November 30, 1978

BRITISH FUNDS

High Low Stock Price % Div. Yield

"Chor's" (Lives up to Five Years)

High	Low	Stock	Price	% Div.	Yield
100	98	Chor's	100	4.0	11.50
100	98	Chor's	100	4.0	11.50
100	98	Chor's	100	4.0	11.50

AMERICANS

High Low Stock Price % Div. Yield

Five to Fifteen Years

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50

Over Fifteen Years

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50

Undated

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50

INTERNATIONAL BANK

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	International	100	4.0	11.50
100	98	International	100	4.0	11.50
100	98	International	100	4.0	11.50

CORPORATION LOANS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Corporation	100	4.0	11.50
100	98	Corporation	100	4.0	11.50
100	98	Corporation	100	4.0	11.50

COMMONWEALTH & AFRICAN LOANS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Commonwealth	100	4.0	11.50
100	98	Commonwealth	100	4.0	11.50
100	98	Commonwealth	100	4.0	11.50

FOREIGN BONDS & RAILS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Foreign	100	4.0	11.50
100	98	Foreign	100	4.0	11.50
100	98	Foreign	100	4.0	11.50

BONDS & RAILS-Cont.

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Bonds	100	4.0	11.50
100	98	Bonds	100	4.0	11.50
100	98	Bonds	100	4.0	11.50

BANKS & HP-Continued

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Banks	100	4.0	11.50
100	98	Banks	100	4.0	11.50
100	98	Banks	100	4.0	11.50

CHEMICALS, PLASTICS-Cont.

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Chemicals	100	4.0	11.50
100	98	Chemicals	100	4.0	11.50
100	98	Chemicals	100	4.0	11.50

ENGINEERING-Continued

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Engineering	100	4.0	11.50
100	98	Engineering	100	4.0	11.50
100	98	Engineering	100	4.0	11.50

FOOD, GROCERIES-Cont.

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Food	100	4.0	11.50
100	98	Food	100	4.0	11.50
100	98	Food	100	4.0	11.50

HOTELS AND CATERERS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Hotels	100	4.0	11.50
100	98	Hotels	100	4.0	11.50
100	98	Hotels	100	4.0	11.50

INDUSTRIALS (Misc.)

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Industrials	100	4.0	11.50
100	98	Industrials	100	4.0	11.50
100	98	Industrials	100	4.0	11.50

AMERICANS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50
100	98	American	100	4.0	11.50

BEERS, WINES AND SPIRITS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Beers	100	4.0	11.50
100	98	Beers	100	4.0	11.50
100	98	Beers	100	4.0	11.50

DRAPERY AND STORES

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	Drapery	100	4.0	11.50
100	98	Drapery	100	4.0	11.50
100	98	Drapery	100	4.0	11.50

AMERICANS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50
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BEERS, WINES AND SPIRITS

High Low Stock Price % Div. Yield

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BEERS, WINES AND SPIRITS

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DRAPERY AND STORES

High Low Stock Price % Div. Yield

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AMERICANS

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DRAPERY AND STORES

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AMERICANS

High Low Stock Price % Div. Yield

High	Low	Stock	Price	% Div.	Yield
100	98	American	100	4.0	11.50

FINANCE, LAND—Continued[illegible]

LET THE GIN BE
HIGH & DRY!

Really Dry Gin



FINANCIAL TIMES

Thursday November 30 1978

**SHEFFIELD
CITY OF
OPPORTUNITIES**
0742 734068

Dollar falls as U.S. trade gap widens

BY JUREK MARTIN, U.S. EDITOR

THE U.S. trade deficit widened by more than \$400m (£205m) last month to \$2.13bn, disappointing for the time being the Carter Administration's hopes of improvement in one of the fundamental factors that have contributed to the dollar's weakness.

In October, exports fell by about 3 per cent to \$13.01bn compared with September levels. While imports edged up fractionally to \$15.14bn, in spite of smaller purchases of foreign oil and steel.

News of the increased deficit, closely following yesterday's announcement that inflation at the consumer level was still almost in double figures, induced further pressure on the dollar in the New York and foreign exchange markets. But evidence of central bank intervention arrested the initial fall, according to market sources.

The Administration was quick this morning to maintain that the October figures, far from demonstrating that the trade balance was deteriorating, contained signs that the underlying position was improving as expected.

Mr. Michael Blumenthal, Treasury Secretary, said that imports had "held steady" in October while exports had been partly depressed by special factors, such as the \$244m drop in the amount of U.S. gold sold overseas.

He repeated the Administration's projection that the current-account deficit this year would be about \$17bn and less than half that in 1979.

Mrs. Courtenay Slater, the Commerce Department's chief economist, argued that the trend over the past three months had been encouraging. She noted that the average monthly deficit in the past quarter had fallen to about \$1.8bn, the first time in more than a year that it had been below \$2bn, and that trade in manufactured goods in the past three months had been almost in balance, compared with a sharp deficit in the first seven months of the year.

The October figures nonetheless make it all the more certain that last year's deficit of \$26.5bn will be exceeded. Over the first 10 months, the deficit has amounted to \$24.79bn, implying a shortfall for the full year of almost \$30bn. In the first 10 months of last year, the U.S. trade balance was \$21.16bn in the red.

In October, in addition to the decline in gold sold overseas, exports of food and chemicals and related products both fell, in both cases by more than \$100m. That more than offset higher foreign sales of U.S. raw materials, machinery and transportation equipment.

On imports, foreign oil purchases fell by \$125m to just less than \$3.5bn compared with September (on an unadjusted basis) when the decline by about 8 per cent in the value of imported iron and steel partly reflects adjustments to the U.S. trigger price system governing foreign steel purchases.

However, the value of imports of foreign food and raw materials,

particularly lumber and iron ore, increased.

For the year to date, exports have been running at a 16 per cent annual rate, higher than for calendar 1977, which gives the Administration some encouragement that U.S. business, as well as agriculture, is capable of competing in world markets. Over the same period, imports, starting from a large base, have risen at an annual rate of about 13 per cent.

Next year's projections for the trade and current-account balances are based in good measure on the assumption of more rapid growth among the country's main trading partners and slower expansion in the U.S. Michael Blandin writes: The dollar fell against other leading currencies after the publication of the disappointing U.S. trade figures.

Its currency ended the day's dealings in Europe slightly above its worst levels. Against the West German D-mark it fell to DM 1.9210 compared with DM 1.9275 on the previous ground, and dropped quite sharply against the Swiss franc to SwFr 1.7205 against SwFr 1.7380.

The Bank of England's view of the dollar's value against a basket of currencies fell from \$5.1 to \$4.9.

The pound rose against the dollar, touching \$1.9550 at one point before coming back to close with a gain of 25 points at \$1.9515. Its trade-weighted index reached 62.8 at noon, but ended at 62.7 compared with 62.6 on the previous day.

Staflex ceases trading after continued losses

BY CHRISTINE MOIR

STAFLEX INTERNATIONAL, which rocketed to success in the 1960s on its invention of "iron" interlinings for shirt collars, is to cease trading today.

The board will be calling for the company to go into voluntary liquidation.

The group has been relying on support from its bankers since it announced pre-tax losses of £6.3m last year, after producing record pre-tax profits of £2.4m in 1976.

In July, when it became apparent that there was a £1.2m deficit on shareholders' funds, the banks agreed to provide continuing support while the company embarked on a complete restructuring.

That support ended on Tuesday. Staflex's exceptional expansion during the late 1960s had meant involvement with banks throughout the world. Thirty of them met on Tuesday in the role of company directors.

The prognosis was bad. Since July, Staflex had continued to lose money as orders failed to materialise. The deficit and the borrowings continued to rise significantly.

As a result, the crucial negotiations with D.H.J. a European group which proposed to take over Staflex's European distribution network, began to founder.

Because orders were lower, D.H.J. insisted on a reduced price for the distribution network. It also wanted guarantees of continuing bank support.

D.H.J.'s final offer price clinched the bank's belief that liquidation was "ultimately inevitable. The decision was not unanimous but

shareholders will now vote on December 29 to wind up the company.

In its last balance sheet, Staflex had borrowings of £11.4m, mostly to banks, compared with net assets of £7.6 or so. Yesterday, Mr. Bill Rao, the managing director, said that the company would be unlikely to repay its creditors within a year.

It seems likely that it will be the banks rather than shareholders which appoint a liquidator at the end of the month.

Expansion

Staflex became a glamour stock in the 1960s when its new invention, fusible interlinings, quadrupled profits and trebled dividends in five years. Throughout the decade progress was uninterrupted. There was a hiccup in 1970, but from then until the end of 1976, growth continued. Turnover rose from £12m in 1969 to £43m, and profits from £1m to £2.4m.

Instead of diversifying, Staflex went for international expansion, involving heavy capital outlays on new factories overseas, at a time when competitive products were beginning to steal market share. This, and the textile slump at the end of 1976, meant that by the end of last year, trading profits were £3m short of covering interest charges on £18m of borrowings, and £2.3m worth of stock had to be written off.

Since then, not even massive sales and closures of subsidiaries have done more than reduce borrowings to £11m, and losses have continued inexorably.

Ferodo seeks 'second sourcing' deal with Lucas

BY DAVID CURRY

PARIS, Nov. 29.

THE FRENCH motor components group Ferodo is hoping to negotiate an agreement with Lucas of the UK for "second sourcing" of some of the products it supplies to the French motor industry.

This means, essentially, that French motor manufacturers are insisting on having alternative and competing supplies of essential components.

The hope for such an agreement was expressed this week by M. Andre Boisson, chairman of Ferodo.

Any such deal would not necessarily affect the disputed status of the electrical component maker Ducellier which is being fought out between the French and British concerns.

Ferodo has acquired control of the voting rights associated with the 51 per cent stake in Ducellier held by the Bendix subsidiary, DBA.

Lucas, which holds 48 per cent of Ducellier, claims it had the right of pre-emption on the remainder of Ducellier and that the Ferodo acquisition has no basis in law. It is challenging the Ferodo move in court.

However, even if not directly related to Ducellier, the two issues are linked.

French motor manufacturers have made it clear that Ferodo together with Ducellier would constitute a dominant force in the French market upon which they would not be prepared to rely as sole suppliers and would be forced to diversify their purchases to overseas companies.

The Ferodo approach to Lucas could be a response to this pressure from Renault and Peugeot-Citroen.

Secondly, Ducellier is in an ambiguous position at the moment. Ferodo cannot effectively assert the control it claims while the outcome of court decisions remains uncertain. The court actions could take years to conclude.

Even if Ferodo did emerge with an undisputed 51 per cent control, it could not effectively run the company against the opposition of an embittered 49 per cent minority partner.

Ferodo and Lucas have tried to reach a compromise on Ducellier's ownership, but neither side will accept a minority position. The French Government has expressed its hope for a compromise and it is reasonable to suppose that the two sides will eventually reach agreement.

On the basis of earlier discussions, this agreement would centre on the creation of a jointly owned company to control a portion of the Ducellier equity, with the remainder being held by Lucas.

It is possible, of course, that any discussions with Ferodo on "second sourcing" or global strategy could eventually end by giving birth to a Ducellier company promise placed within the context of a broader co-operation agreement.

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The signs last night, however, were that the minority parties would ensure that the Government scraped home on the vote. Though the Scottish Nationalists will probably vote with the Tories, the Ulster Unionists are unlikely to do anything which might jeopardise the Northern Ireland Representation Bill now going through Parliament.

In the past, Liberals have always supported the sanctions, though with the pact with the Government now formally ended, Mr. Callaghan can no longer count on their support.

Last night, some Left-wingers were predicting that as many as 70 Labour back-benchers might abstain rather than support the Government.

But the feeling was that the Labour opposition would dissolve if there was any real chance of a Government defeat.

The Tribune Group will probably discuss the question at its meeting on Monday.

The Tory Government is using Thursday's vote as a way to attract not only the support of the minority parties but also that of those Labour back-benchers opposed to the pay policy concept.

In this way they hope to exploit the sanctions issue to cause the Government maximum embarrassment.

The vote will undoubtedly be close but even if enough Labour MPs rebelled over sanctions for a Government defeat, they would almost certainly fall in

Deutsche Bank takes stake in Nixdorf

By Guy Hawtin

FRANKFURT, Nov. 29.

THE Deutsche Bank, West Germany's largest commercial bank, is to take a 25 per cent stake in Nixdorf, the family-owned West German computer group which had been discussing a possible link with Volkswagen.

The bank's participation could lead to Nixdorf's shares being offered on the country's stock exchanges, although the family has three years in which to decide whether or not to buy the shares.

News of the Deutsche Bank participation today comes shortly after the breakdown of the Nixdorf-Volkswagen talks. The negotiations are thought to have ended after Herr Heinz Nixdorf, the company's founder, made it clear that he was unwilling to sell VW a majority stake.

The bank is to pay DM 199.5m (£35.4m) for its slice of the Nixdorf equity. Under the terms of the agreement, the bank will divest itself of the Nixdorf shares by June 30, 1981, at the latest—either by reselling them on the stock exchanges.

The acquisition will inject nearly DM 200m into the computer group. The package involves a 25 per cent increase in Nixdorf's nominal capital bringing it up to DM 40m.

Deutsche Bank will buy 700,000 DM 50 nominal shares at a price of DM 285 per share, which gives the company a stock exchange valuation of DM 738m. The newly created equity will be split on a four-to-three ratio between ordinary shares and non-voting preference shares.

Nixdorf family retains control, Page 28

Continued from Page 1

Oil supply

Continued from Page 1

was not to face serious economic difficulties and political unrest. "For the decades ahead the energy problem must be placed continuously and prominently on our political agenda."

The recent passage of the U.S. National Energy Act represented an "historical watershed," said Mr. Schlesinger.

It showed the start of U.S. acceptance that fewer than 5 per cent of the world's population could not expect, in the long run, to consume almost 40 per cent of the world's oil production. (The Act could bring savings in U.S. oil consumption of about 3m barrels a day, but more far-reaching measures were rejected by Congress.)

Mr. Schlesinger also warned that the industrialised world must pay more attention to the vulnerability of its oil supply routes. The texture of strategic relationships in the Middle East was changing.

More than 40 per cent of the world's oil passed through the Gulf through the Straits of Hormuz. The events of the past year—including the coup in Afghanistan, the murder of two heads of state in North and South Yemen, developments in the Horn of Africa and the arrival of Cuban forces and Soviet military leaders above all the severe unrest in Iran—had shaken the entire area.

A recent confidential report by the Department of Industry's National Engineering Laboratory, showed that several Italian companies had much lower costs than their UK competitors.

Hoover's response is to impose new efficiency measures at its factories at Merthyr Tydfil, South Wales, Camberlang, Glasgow, and Perth, London.

It has shelved several new products, including the production of a new dishwashing machine and a top-loading washing machine.

The retrenchment puts a

Singer stewards will seek State help

BY RAY PERMAN, SCOTTISH CORRESPONDENT

SHOP STEWARDS at Singer

UK's Clydebank plant are to seek the help of the Government and the trade union movement, after an announcement by the company yesterday that it could save only 35 of the 2,800 jobs under threat.

Mr. Hugh Swan, deputy convenor, said that he was bitterly disappointed that the management had rejected recommendations in a 500,000 consultants' report commissioned by the company to save 2,450 jobs.

Unions in the plant have been in touch with the Scottish Development Agency and hope to arrange a meeting of full-time union officials in Glasgow next week.

Rejection

They are still reflecting suggestions of a confrontation with the company or of seeking the co-operation of the International Metalworkers' Federation in getting unions at Singer plants in Europe and the U.S. to "black" work transferred from Clydebank.

Mr. Swan said that he was trying to keep the situation cool. Clydebank, scene of the sit-in at Upper Clyde Shipbuilders and of recent layoffs and factory closures, is one of the worst unemployment areas in the West of Scotland. The Government says that it will do all it can under the Industry Act to preserve jobs.

Singer said in June that it proposed to end production of industrial sewing machines.

serious question mark over Hoover's plan to expand into new 40,000 sq ft factory at Merthyr Tydfil, which the Welsh Development Agency is building for it at a cost of £14m.

The plan, announced a year ago, was to increase the workforce from 5,500 to 8,000 at Merthyr. But redundancies announced in the last six months have cut the workforce to 4,900.

It was announced yesterday that two factories at Dowls, Wales, will be closed during the next one to two years, and production transferred to Pentrebach.

The economy measures include a reduction of shift working and over-time, revision of sick payments, a cut in company-sponsored social events, a campaign to eliminate waste and the end of production of Hoover's wringer washing machine.

The company said the main aim was to restore profitability. It said last year's profits were only £12m, compared with £40m which would have been needed to keep pace with inflation.

Recently, Hotpoint, the GEC subsidiary, and Hoover's main rival, announced that its expansion plan in North Wales had been called into question because of the competition from Italian imports.

Continued from Page 1

Imports cause cuts at Hoover plants

BY MAX WILKINSON

HOOPER, the washing machine and domestic appliance manufacturer, announced a major retrenchment at its plants in Merthyr, London and Glasgow, yesterday.

In a simultaneous announcement at the three centres, the company told trade union representatives of a 10-point plan to improve efficiency and cut wage costs.

The company has not said what the proposals will mean in terms of redundancies, but it is clear that many jobs are threatened.

motors and needles at the 70-year-old factory, leading to a reduction in employment from 4,800 to 2,000 by 1982. Manufacture of household machines would be modernised with an investment of £25m.

The unions' report, written by PA Management Consultants, proposed retaining five industrial machines from the present range of more than 40 models. It called for the company to increase sales by a fifth, and for a joint effort by management and workers to achieve a similar increase in productivity, cut scrap by a fifth and halve fixed costs.

The additional investment needed was calculated at £2.3m, saving about 750 jobs.

The company questioned the consultants' arguments yesterday, but agreed to retain two industrial machines and some spare parts in the product range, and to spend an additional £1m to £2m.

Shop stewards were disappointed that the company had not committed to introduce new products. However, Mr. Larry Neely, Clydebank general manager, said that the question of new products rested on how well the plant could meet its goals in improving cost-effectiveness.

"Although Clydebank will remain unprofitable during the restructuring period, we are convinced that the plant will succeed over the long term, if all parties co-operate to the fullest. As Singer has said before, we believe there is a future for Clydebank," Mr. Neely said.

THE LEX COLUMN

Audit committees no cure-all

Quite suddenly a big interest has sprung up in audit committees. This transatlantic phenomenon—90 per cent of large U.S. companies have them—is now being emulated by UK companies like Shell, BP, BAT and the clearing banks. This week Mr. Gordon Richardson, Governor of the Bank of England, has expressed his broad approval for the concept, suggesting that every quoted company should seriously consider whether an audit committee might help to improve its performance.

Clearly, some careful definitions are necessary for a company to come to any worthwhile conclusions. What is an audit committee, and what is it supposed to do? Even in the U.S., where audit committees have mushroomed from small beginnings during the past decade, they are not yet defined precisely. The New York Stock Exchange, which requires listed companies to have them, sets out only broad guidelines. Crucial questions such as whether the directors on the committee should be exclusively non-executive, or should include company executives, are left open for companies themselves to decide.

Where the finance director becomes involved the committee can be seen simply as a means of improving communication between the board and the auditors. In the U.S., where the chief financial officer is frequently not a director, and the auditors often find difficulty in arranging meetings with the board there may often be a function to be served. But in the UK this communications problem is less likely to arise, and an audit committee could too easily be dominated by the finance director.

So ideally a UK audit committee will consist of non-executive directors whose brief will be to monitor the general financial performance of the company and to liaise with the external auditors. In general it seems that the large accounting firms welcome this, partly because it provides them with another forum for solving problems. On the other hand the smaller accounting firms fear that, as in the U.S., the development will intensify the drift of companies to the Big Eight.

It would be wrong to think that audit committees can be any panacea. The problem with non-executives always is that

Index fell 0.9 to 489.0

ECGD

Claims Paid

Net of Recoveries (€m)

Commercial Accounts

Reserve Ratio to Total Assets

Target 5.2%

people of the right calibre are very hard to find. And it would be a retrograde step, at a time when the responsibilities of all company directors are being re-emphasised in statute law, to give the impression that major responsibilities can be delegated to sub-committees. It would be nice to think that some recent company failures could have been prevented by vigilant audit committees. But it would be out of character for a poorly managed company to appoint a strong audit committee.

By common reckoning the Export Credits Guarantee Department (ECGD) is one of the few financially successful arms of the UK Government machine, but it is always hard to tell from its annual trading result whether it is in fact doing well or badly.

Until a few years ago it was only required to break even "taking one year with another." In 1975 its brief was tightened up and it is now required to operate at no net cost to public funds, and to provide sufficient reserves, as agreed with the Treasury, to meet current and future liabilities. However, as its latest results show, ECGD has not been able to meet its original objective of keeping a reserve equal to 3 per cent of its commercial liabilities. For the past two years this reserve has hovered around 1.9 per cent, while in the UK there will also be a fall in the value of the pound, which will benefit from recent increases in the value of the pound.

If the second half repeats the 2.25 per cent by 1981. Even first the shares at 245p, sell at so, this looks a pretty steep rise in ECGD premium 5.2 per cent.

Strong demand for plasterboard even where the building industry as a whole is sluggish is reflected in the 19 per cent rise in BPB Industries' interim pre-tax profits to £17.7m.

Most of the profits increase has been earned in the UK, where BPB is the monopoly supplier. Plasterboard is still increasing its market share as but it is always hard to tell from its annual trading result whether it is in fact doing well or badly.

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